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ABSTRACT

This bibliography lists and describes published and unpublished material written in English that relates to mass communications in India, from 1945 to 1973. The items are grouped into 21 sections: bibliography and reference material; communication theory and research methods; communication (general); media development and characteristics; newspapers; print media; broadcast media; film; audiovisual media; traditional media; news agencies; laws of mass communication; communication in development; communication teaching and training; mass media in formal education; advertising, marketing, public relations, and management; government communication; international and intercultural communication; social contexts of the media; communication technology; and mass communication periodicals. An author/title index is included. (GW)

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Asian Mass Communication
BIBLIOGRAPHY SERIES 2

MASS COMMUNICATION IN

INDIA

an annotated bibliography

Compiled at
INDIAN INSTITUTE OF MASS COMMUNICATION
(*Coordinator:* **R.K. Mehrotra**)

Published by
Asian Mass Communication Research and Information Centre
39 Newton Road, Singapore 11

ASIAN MASS COMMUNICATION BIBLIOGRAPHY SERIES

General Editors
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Amic

Amic is a non-profit educational institution serving Asia from its headquarters in Singapore. It is jointly sponsored by the Friedrich-Ebert-Stiftung, an independent foundation in the Federal Republic of Germany and the Government of Singapore. Amic is one of several regional documentation centres around the world which, with the encouragement of Unesco, are working to promote the dissemination of information pertaining to mass communication. In addition, Amic also acts as an independent foundation charged with the responsibility of raising the standards of teaching, training, research and practice of mass communication in the region. It meets this responsibility by convening conferences and seminars, by organising refresher courses, by offering consultancy services and through a publication programme, which includes a newsletter, Media Asia, monographs, occasional papers, bibliographies, etc. Its policies and programmes are determined by its general membership on the advice of an elected Committee and the Secretariat.

INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from ten different countries in Asia. The countries are: Hong Kong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan, with Amic undertaking the compilation for Singapore. As time and resources permit and cooperative agreements are reached, the series will be enlarged to include other countries in Asia.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many very strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet a need expressed at various seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This two-year project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements, were made which were incorporated into the revised outline. The outline not only described the project but also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage, style of spelling, transliteration, etc. For instance, Malaysia and Sri Lanka, where mass communication materials are relatively few, decided to include periodical materials and Philippines and Taiwan preferred American spelling forms.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A., Ph.D. theses, research studies, surveys, government annual reports, commission reports, etc. are included. Published and unpublished materials included, covered

the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangement

A simple subject arrangement with an author index is adopted. A short descriptive annotation accompanies most titles, except those whose titles are adequately descriptive of their content.

Updating

Depending on the quality of and the response to this first exercise, it is hoped that this series can be updated periodically. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

The bibliography on *Mass Communication in India* is an example of the institutional cooperation between the Indian Institute of Mass Communication (IIMC) and Amic. By special arrangement, Mr. R. K. Mehrotra, then Senior Librarian at the IIMC, was designated Coordinator for this project. Amic wishes to acknowledge with thanks the generous support and contribution made by the IIMC. The editorial and production aspects of publication were undertaken by the Amic Secretariat. This compilation could not have been possible without the editorial and bibliographic assistance of Samina Hameed, Foo Chay Hong and Angeline Ong.

Y.V. Lakshmana Rao

Lena U Wen Lim

Singapore, 1975

PREFACE

It has been the Institute's privilege to be asked to help prepare a bibliography with annotations on mass communication material from India as part of the Asian Mass Communication Bibliography Series. Since the inception of the Institute in 1965, documentation of this kind has been one of its activities. Tentative as it was, there was some spade work done before Amic made its request a couple of years ago. More recently, research scholars in sister institutions have helped to fill in the gaps in the Institute's own collection of documents and of data. Visits to libraries in Bombay, Calcutta, Lucknow and other places in search of information have also been useful.

This is not to say that this study mentions all the relevant material, published or unpublished, in the field of mass communication in India. Even for the restricted periods indicated by Amic — of 1945 to 1973 for published material and of 1960 to 1973 for unpublished material — and even without our indexing periodical publications, the bibliography remains incomplete. The references to publications in India's major languages are few and far between. This must strike every reader who runs through this bibliography. In Hindi alone, there are now nearly 200 books on professional and historical aspects of mass communication. To collect this information was a forbidding task, impossible of completion on time. References to most of these non-English studies have therefore been left out. There are other inadequacies of this compilation. It is hoped that they will prompt the scholars to write and tell us what the missing entries are. In the absence of a national documentation centre on mass communication which the Institute has in view, exchange of such information is about the only way to keep note of research work at different centres.

For the present work, the Institute is indebted to nearly two hundred scholars and correspondents. It is particularly grateful for the contribution made by Mr. R. K.

Mehrotra, once its senior librarian. Other members of the Institute's library like Mr. B. K. Prasad (who has for years made it his concern to bring together in the Institute the Indian material on mass communication) and its research staff must also find a grateful mention.

M.V. Desai
Director

Indian Institute of Mass Communication
New Delhi–110049
November 28, 1975

MASS COMMUNICATION IN INDIA

an annotated bibliography

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I. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **INDIA.** Films Division
Films Division catalogue, 1949-1966. Bombay, Films Division, 1967. 192p.

Index of films produced by the Films Division, Government of India, Ministry of Information and Broadcasting. A brief synopsis, footage, running time, colour, and the year of production of each film are indicated.

2. **INDIA.** Ministry of Information and Broadcasting
Report. 1949/50- . New Delhi. 1950- . annual.

Published since 1949-50 the annual report endeavours to provide information on the developments and landmarks (during the preceding years) in various media units attached to the Ministry of Information and Broadcasting. The units include All India Radio, Press Information Bureau, Films Division, Directorate of Advertising and Visual Publicity, Publications Division, Song and Drama Division, Registrar of Newspapers for India, Central Board of Film Censors, Film and Television Institute of India, National Film Archive of India, Research and Reference Division, Directorate of Field Publicity, Directorate of Film Festivals and Photo Division. The activities of the Indian Institute of Mass Communication which is an autonomous body under the Ministry are also reviewed.

3. **MEHROTRA, R K**
Indian reference material on mass communication. 1972. 26p. mimeo.

Paper presented at the Seminar on Indian Reference Materials organised by the Indian Association of Special Libraries and Information Centres in Calcutta in May 1972. The author identifies fifteen source books which provide information on mass communication in India. The bibliographical details of the books are given alongwith a brief description of the contents.

4. **PRESS and advertisers year book. 1963- . New Delhi, INFA Publications, 1963- .**

A standard reference book commonly known as INFA year book, published yearly since 1963. It covers both press and advertising including information on the press in the country in general; press laws; circulation figures of the press; newsprint policy; who's who in the press and advertising and public relations; list of advertising agencies; trade and professional associations in the field of newspapers; information services of central and state governments and foreign information services; advertising services;

media planners; state-wise population figures; literary figures; transport facilities; cinema houses; radio sets and business and government publications. The publication provides many charts, tables and maps.

5. **PRESS in India; annual report of the Registrar of Newspapers. 1957- . New Delhi, Ministry of Information and Broadcasting, 1957- . annual.**

This report published in two parts provides information on the state of the press in the country. Part I of the report reviews in general the press in the preceding year and includes statistics on circulation and ownership of newspapers. Special chapters are devoted to newspapers and periodicals published by foreign missions in India, administration and working of the Press and Registration of Books Act and newsprint. Part II of the report is a catalogue of newspapers and periodicals on the records, alongwith important particulars arranged according to the state, periodicity and language. The report was first published in 1957.

6. **RANGOONWALLA, Firoze**
Indian film index. Bombay, J. Udeshi, 1968. 130p.

The book covers the films produced in India during 1912-1967. Significant phases in the history of Indian cinema and production facts and figures are also discussed.

7. **RANGOONWALLA, Firoze**
Indian filmography. Bombay, J. Udeshi, 1970. 471p.

A reference book indicating the films produced in India from 1897-1969. The titles of the films are arranged chronologically by year of production and within the year, alphabetically. The name of the producing company, the director, music director and the caste of each film are given.

8. **SANDHU, Anoop Singh,** comp.
Extension research on farm radio programmes. Ludhiana, Punjab Agricultural University, Department of Extension Education, 1971. 168p.

A compilation of research studies on farm radio programmes conducted in India including those published in the **Indian Journal of Extension Education.** The objectives, sample, methodology and the findings of each study are highlighted.

9. **SHARMA, Gopal** ed.
Indian film panorama 1966-67. Bombay, Chitaranjan [1966]. 72p.

A book edition of the journal listing film studios, laboratories and equipment.

II. COMMUNICATION THEORY, RESEARCH METHODS

10. **BHASKARAN, Pottah**
Broadcast programming and its acceptability for developmental communication: testing a research programming model. Quezon City, [Institute of Mass Communication, University of the Philippines, 1973]. 157p. thesis (M.Sc.)

An attempt to develop a new research approach in mass communication. Discusses the problems inherent in such efforts as also those problems related to different elements of the communication process. Reports the superiority of a properly planned communication programme (with special attention to social service, personal status and social status needs of the audience) over an unplanned programme.

The results of the study indicated that:

(1) There was significant difference between a programme that was modified to resemble the model functions and a programme without this modification.

(2) There was significant difference between a programme that was placed in a programme schedule after it had been modified as indicated in the development of the 'best fit index' and the programme without this arrangement.

(3) There was significant difference between the motivation score obtained by the audience before the exposure to a communication programme and that after the exposure. The final scores on motivation, as hypothesised, were significantly lower than the initial scores. Moreover, the modification and rearrangement of the programmes showed an even greater reduction trend.

11. **DAIVADEENAM, P**
Development of score cards for evaluating certain selected agricultural information materials. Hyderabad, Andhra Pradesh Agricultural University, 1970. 47p. thesis (M.Sc.)

The study conducted in Rajendernagar, Andhra Pradesh, used rating scale score cards to evaluate leaflets, bulletins, feature stories and wall newspapers, which were distributed among selected specialists and farmers. Data was collected and relevant conclusions were drawn with reference to their validity and reliability. Results indicate that specialists and farmers differ in scoring information material; the latter score higher than the former.

12. **DUBEY, Dinesh Chandra**
Research needed to make mass communication more effective. By Dinesh Chandra Dubey and Kamala Gopal Rao. In Aspects of population policy in India. New Delhi, Council for Social Development, 1971. p.98-104.

A paper presented at the National Conference on Population Policy and Programmes, 19-23 December, 1969, New Delhi. A brief review of needed research in mass communication and its role in family planning. The authors have argued the case of testing the validity of the findings of researches done in the West for transitional societies in developing countries.

13. **RAO, Y V Lakshmana**
The practice of mass communication: some lessons from research. Paris, Unesco, 1972. 52p. (Unesco. Reports and papers on mass communication no.65)

The author discusses the importance of mass communication research and the need of making the results available to the practitioners and administrators of mass communication. When, why and how of various types of communication research are explained alongwith their utility to the practitioners and decision-makers. It indicates ways in which the research findings can be applied.

14. **SINHA, P R R**
Communication research in India: trends and perspectives. 1973. 19+7p. mimeo.

Paper presented at the Seminar on Communication Teaching and Training organised by Amic in Colombo on October 12-17, 1973. It highlights the major findings of researches done in India in the field of communication and extension. The author stresses the need of coordinated research, integration between teaching, training and research and suggests possible areas for research in communication teaching and training.

III. COMMUNICATION (GENERAL)

15. **CHATERJEE, R K**
Mass communication. New Delhi, National Book Trust, 1973. 224p. (India — the land and the people series)

Discusses mass communication in India and traces the history and present position of each medium of communication. Discussion also includes the role of public relations, the role of mass communication in development and national integration. Separate chapters are devoted to: mass communication in broader areas, a comparative study of mass media in various countries and India, a short history of technological development in printing, electronic media, sound, film, broadcasting and satellite communication.

16. **FORMAN, Kenneth J**
Communication and message diffusion in four Indian

villages. Wisconsin, University of Wisconsin, 1972. 177p. thesis (Ph.D.)

This study is concerned with the diffusion of specific messages through four rural communities in the Jabalpur district. The messages deal with an agricultural topic, a national event which was reported by the mass media, and a local event. The study involves 1) a comparison of the diffusion patterns across messages and across villages; 2) an investigation of the link between the mass media and the village interpersonal network; 3) an examination of the communicative behaviour of different categories of individuals in the interpersonal network; 4) testing of a technique for using a key individual as a channel for introducing technical information into a community.

17. **JAI, Shankar**
Leadership characteristics and response of rural people towards agricultural extension programme. Sabour, Bhagalpur, Bihar Agricultural College, 1969. thesis (M.Sc.)

The techniques of informal interview, socio-metric and critical incidence were employed for data collection. The agricultural leadership is based primarily on caste and traditional pattern. Majority of the leaders are more innovative than their followers.

18. **KARKAL, Malini**
Mass media communication and leadership among women in six rural areas of Maharashtra. Bombay, Demographic Training and Research Centre, 1968. 38p. mimeo.

The study conducted in Thana district in February 1968, seeks to determine the extent of women's exposure to mass media and to identify leadership in the village. Results reveal that the pattern of communication is poor and persons outside the family are seldom consulted.

19. **MATHUR, J C**
New lamps for Alladdin; mass media in developing societies. Calcutta, Orient Longmans, 1965. 138p.

The book describes the power of the various mass media of communication in developing societies including the transition and adjustment of these societies to it. Radio, TV, films, newspapers and periodicals are discussed as factors to be reckoned with in social environment. The book also includes accounts of some Indian experiments on radio and television.

20. **MUKHERJEE, Ramakrishna**
Six villages of Bengal. Bombay, Popular Prakashan, 1971. 303p.

A sociological study of rural people in Bengal to examine the process of change in the society resulting from the

change in the economy and indicating its effect on the social and ideological life of the people.

21. **PATEL, Vinod M**
Interpersonal communication. Ahmedabad, State Family Planning Bureau, [n.d.]. 26p.

The booklet emphasises the role of interpersonal communication in communicating messages. It provides the definition, process, barriers and the reasons for effectiveness.

22. **RAO, R Srinivasa**
Multi-media communication. Tirupati, Department of Education, Sri Venkateswara University, 1973. 160p.

Report of the seminar held at Tirupati from 22-24 November, 1973. It attempted to create an awareness among teachers, regarding the potentialities of various communication media, to acquaint them with new techniques and to familiarise them with principles of selection, utilisation and evaluation of the various instruments of communication. Recommendations were made for proper promotion, planning, preparation use and application of several media of communication in the field of education.

RAO, Y V Lakshmana
Communication and development; a study of two Indian villages see 591.

23. **REDDY, Sarvareddy Venku**
Leadership in relation to the interpersonal communication behaviour. New Delhi, Indian Agricultural Research Institute, 1971. 330+78p. thesis (Ph.D.)

A study to identify village leaders and to understand their pattern of interpersonal communication behaviour. It was conducted in one agriculturally progressive and one non-progressive village in West Godavari district of Andhra Pradesh. Findings reveal that there are three types of leaders viz., key leaders, ordinary leaders and non-leaders. Majority of the ordinary leaders are agricultural and informal farm leaders and they are the most utilised source at the awareness and adoption stage. Their influence is comparatively more in the non-progressive village. Percentages of variation for each of the 23 variables in interpersonal communication behaviour in the non-progressive village are given in the findings. Various roles expected of farm leaders as identified by the expert in the field are also mentioned.

24. **ROY, A P**
A study on communication at different stages of adoption and characteristics of communication. Sabour, Bhagalpur, Bihar Agricultural College, 1968. thesis (M.Sc.)

Findings of the study reveal that a very small percentage of respondents communicate with change agents at

different stages of adoption. Key communicators are found to be well distributed in different classes with respect to size of holding, education, type of house, etc. Personal and psychological characteristics are more important than socio-economic characteristics.

25. **ROY, M L**
A study on leaders in family planning programme in the intensive districts of Punjab and Haryana by M.L. Roy and Krishna Janmejai. Chandigarh, Regional Health Office, 1971. 40p.

26. **SANDHU, Teja Singh**
A study to locate and identify the key communicators and their characteristics in respect of farm practices in IADP and non-IADP areas of Punjab, Ludhiana, Punjab Agricultural Universi[illegible], 1967. 65p. thesis (M.Sc.)

The investigation attempts to identify and locate key communicators. Findings indicate that key communicators exist in the villages and farmers seek their advice and guidance. Determining factors between key communicators and non-key communicators include farm size, level of social participation, education and extension contacts. There is no difference between the personal characteristics of key communicators in villages under 'Intensive Agricultural Development Programme' (IADP) and non-IADP.

27. **SARASWAT, B D**
A study of the agricultural leadership in the two villages of development block, Bichpuri. Agra, R.B.S. College, 1968. 100p. thesis (M.Sc.)

A study to identify agricultural leaders in an agriculturally developed village and compare their socio-economic and personal characteristics.

28. **SATYANARAYANA, M**
An analysis of channels of communication in the adoption of some improved agricultural practices in an Andhra village. Hyderabad, Andhra Pradesh Agricultural University, 1966. 80p. thesis (M.Sc.)

A study to analyse the channels of communication in the adoption of improved agricultural practices. Results show that salesmen and neighbours are the most commonly utilised communication sources at the acceptance and trial stage, whereas personal experience influences the adoption of the practice.

29. **SEN, Lalit K**
Leadership characteristics and community wide adoption of agricultural innovations. In Sinha, P.R.R. ed. Studies in extension education. Hyderabad, National Institute of Community Development, 1972. p.42-50.

A study of the nature of leadership in community behaviour. Data for this paper were collected from 108 villages in Andhra Pradesh, West Bengal, and Maharashtra State during September, December, 1966. Results of the study indicated that a configuration of traditional and modern characteristics of leadership was more influential in helping the community to adopt improved farming practices.

30. **SHANKARIAH, Ch**
Differential patterns of communication in two Indian villages. In Sinha, P.R.R. ed. Studies in extension education. Hyderabad, National Institute of Community Development, 1972. 86-95p.

Study undertaken to provide an insight into the actual flow of information and existing differential patterns of communication. The findings in this study can be of great help in deciding on separate specific communication strategies for various areas and villages which are at different stages of development.

31. **SHANKARIAH, Ch**
A study of differential communication patterns in a progressive and a non-progressive village. New Delhi, Indian Agricultural Research Institute, 1969. 160+26p. thesis (Ph.D.)

A study to investigate the differential communication patterns of high yielding wheat varieties information in a progressive and a non-progressive village. Findings indicate that the farm consultation pattern is similar to the friendship pattern. Progressive and non-progressive villages differ significantly in respect to source utilisation at the awareness stage. In the credibility pattern in a progressive village, Pusa scientists are accorded first place, followed by radio, and progressive farmers.

32. **SINGH, Y P**
A study of communication networks in sequential adoption and key communicators. New Delhi, Indian Agricultural Research Institute, 1965. 255p. thesis (Ph.D.)

A study to identify the stages in the adoption process and to examine the communication networks at various stages. Respondents were interviewed for data collection. Various stages in the adoption process identified are need, awareness, interest, deliberation, trial, evaluation and adoption. Communication is found to have distinct patterns at different stages of adoption. Interpersonal communication at the trial stage takes place only in those practices about which the farmers have little previous experience. Chief sources of information are identified as interpersonal communication and change agents.

33. **VENKU Reddy, S**
The leadership patterns in the adoption of some agri-

cultural innovations in rural Andhra. Hyderabad, Andhra Pradesh Agricultural University, 1967. 117p. thesis (M.Sc.)

The study seeks to identify formal and informal leaders, the leadership pattern and the socio-economic factors responsible for making them leaders. Findings indicate that neither rural nor urban impact influences the adoption process but young age and higher education do. Leaders function as the source of information and are responsible for the adoption of innovations.

34. **VERMA, Om Singh**

Social psychological correlates of interpersonal communication and influence in farming communities. New Delhi, Division of Agricultural Extension, Indian Agricultural Research Institute, 1970. 231p.

A study to determine the direction of interpersonal communication flow and degree of association between interpersonal communication behaviour and socio-psychological factors. Findings indicate two tendencies of communication flow. First, information and influence flows among individuals of similar relevant characteristics (such as age, caste and kinship etc.). Secondly, information is obtained from those who are superior or more expert than information seekers. Interpersonal communication is influenced by various socio-psychological characteristics like socio-economic status, farm size, knowledge, innovations and mass media exposure.

35. **YADAVA, J S**

Communication and parliamentary elections (1971): a study in a Haryana village. New Delhi, Indian Institute of Mass Communication, 1972. 181p.

A study of the communication process at the village level during the parliamentary election in early 1971 in India. Findings indicated that the majority of the villagers came to know about the elections and candidates through public meetings, party propaganda, friends and relatives. The use of mass media such as radio and newspapers, was found to be negligible.

IV. MEDIA DEVELOPMENT AND CHARACTERISTICS

36. **INDIAN Institute of Mass Communication**

News in two mass media: a comparative study of AIR and national newspapers. New Delhi, 1970. 13p.

A study to assess the nature of news coverage and the approach to news by India radio and newspapers. Information was collected by sampling issues of seven English dailies and texts of four daily English news bulletins of AIR, for a period of 3 months, October-December, 1969. It was observed that newspapers gave more regional news than news bulletins of AIR while the latter provided more international coverage. Results also indicated that the radio gave greater publicity to political news than the press during the period under study.

37. **OPERATIONS Research Group**
Media scene in India: highlights from the national readership survey. Baroda, [1971?]. 26p.

A summary of the readership survey originally published in five volumes. It provides figures of India's exposure to press and basic media by zones, states, urban/rural, population strata, language, family income, education, occupation, age, sex and periodicity of publications. Also provides information on duplication between press and Vividh Bharati, press and Radio Ceylon and press and cinema.

38. **OPERATIONS Research Group**
National readership survey. Baroda, [1971?]. 5v.

A summary of the readership survey of India as a whole as well as in the four zones, namely, East, West, South and North. One hundred and fifty dailies (no magazines) were selected for the purpose of this survey. A total number of 54,000 individuals, 16 years and above, (15,000 rural and 39,000 urban) were randomly selected and interviewed.

39. **OPERATIONS Research Group**
Report of readership survey. Baroda, [1971?]. 14v.

All India report of the readership survey of print media conducted in 14 Indian states which are: Andhra Pradesh, Assam, Bihar, Delhi, Gujarat, Kerala, Madhya Pradesh, Maharashtra, Mysore, Orissa, Rajasthan, Tamil Nadu, Uttar Pradesh and West Bengal.

40. **TEWARI, I P**
Mass communication in India — a perspective. New Delhi, Indian Institute of Mass Communication, 1971. 48p.

Paper submitted at a Travelling Seminar organised by Amic during October, 1971. Discusses in brief the history and present position of each mass medium such as press, radio, TV, and advertising including field publicity in India. A brief account of communication training facilities and trends in communication research in India is also given.

V. NEWSPAPERS

41. **ADVERTISING and Sales Promotion Co.**, Bombay
A.S.P. readership study. Bombay, Research Division, 1964. 134p.

This survey examines the readership pattern of daily newspapers, weeklies and other periodicals, and the interrelationship between the readership and socio-economic factors. It also seeks to assess the extent of their penetration and estimate and analyse the readership of selected publications. The study conducted in Maharashtra in September, 1962 to August, 1963 on a sample constituting 2000 respondents used stratified sampling for selection of survey towns and random sampling for selection of the respondents. Results provide information on readership pattern and socio-economic characteristics of the readers as well as an analysis of the situation of overlap and multiple readership. The survey also provides profiles of 45 individual dailies and periodicals alongwith the quantitative analysis of their readership.

42. **AGRAWAL, Sushila**
Press, public opinion and government in India. Jaipur, Asia Publishing House, 1970. 249p.

The study deals with the relation of the press with public opinion and the government in India as it existed from 1900 to 1935. It also analyses the political development as apparent from books, magazines, newspapers, and official records both in English and in regional languages.

43 **ALL India Newspaper Publisher's Convention July 1-2, 1967 sponsored by the Indian and Eastern Newspaper Society. [New Delhi?, 1967].**

The convention discusses the effect of the Wage Board's decision and suggests modifications to the recommendations of the two Wage Boards. It also discusses problems faced in press advertising, newsprint shortage and the need to appoint a high power committee to examine all aspects of newsprint supplies. Problems of small newspapers, commercial advertising on radio and TV, labour laws applicable in the newspaper industry are other areas of discussion.

44. **ANANDA Bazar Patrika**, Calcutta
Readership in Calcutta city for Ananda Bazar Patrika **and** Desh. **Calcutta, Ananda Bazar Patrika, 1963. 85p.**

Survey of readership was conducted by a publisher, Messrs. Ananda Bazar Patrika Pte. Ltd., with the help of Indian Market Research Service. It includes statistical information on the total population of Calcutta, number of readers of daily or weekly publications, and readers of **Ananda Bazar Patrika** including the readers of **Desh.**

45. **ANANDA Bazar Patrika.** Marketing Research Division
A study of newspaper subscribers in urban West Bengal. Calcutta, 1972. 54p.

A survey report which serves as a guide to media planners especially in advertising agencies. The emphasis of the study is on circulation, readership, social strata and age wise distribution of **Ananda Bazar Patrika** in urban West Bengal. The study also covers other 'A' class Bengali and English papers published in West Bengal. Firdings indicate that the Ananda Bazar Patrika is the most widely read newspaper in urban West Bengal.

46. **ARORA, Satish K**
Notes on violence and communication. 9p. mimeo.

Paper presented at a Seminar on Communal Writings, organised by the Press Institute of India in Delhi on November 27, 1970. Discusses the possible treatment that could be given to news on violence. It may be exposed and shared or monopolised and restricted. The author feels that this issue has yet to be finally settled in India. It is suggested that the journalist inquire about the identity of the participants including their degree of violence against the identified targets.

47. **AUDIT Bureau of Circulations Ltd.,** Bombay
A circulation accountancy system for publications. Bombay, [n.d.]. 26p.

The accountancy system is meant for the guidance of the members of the Audit Bureau of Circulations and other publishers. It mentions various categories of records necessary for the bureau's purpose. The manner in which the records have to be maintained is described and specimens of the required books are given.

48. **AUDIT Bureau of Circulations Ltd.,** Bombay
The history of the press in India; an exhibition at the Sir Cowasji Jehangir Hall, Bombay, December 12-18, 1958. Bombay, Audit Bureau of Circulations, 1958. 153p.

Traces the history of the Indian press during the struggle for freedom after the Second World War and independence. Three chapters are devoted to the discussion on the working of Audit Bureau of Circulations, Bombay (India), including the benefits of this organisation to the advertisers.

49. **AUDIT Bureau of Circulations, Ltd.,** Madras
The history of the press in India. Madras, Madras Regional Committee, 1959. 37p.

A souvenir published on the occasion of the exhibition showing the panorama of growth of the press in India. It includes contributions on the history of Indian press, the restrictions imposed upon it after the mutiny in 1857, a

list of newspapers started between 1914-1939, the press during and after the war, list of war time, post-war and post independence publications (1945-58). A chapter on how the Audit Bureau of Circulations works and the present state of the press in India is also included.

50. **BANERJEE, Shyamananda**
National awakening and the Bangabasi. Calcutta, Amita-va-Kalyan Publishers, 1968. 252p.

The book gives a detailed account of the role played by the **Bangabasi**, a Bengali newspaper published from Calcutta during an eventful period of Indian history. It relates fascinating stories of the nationalist upsurge in Bengal and other parts of India. In a chronological narrative keeping in mind the historical process of national awakening, the author gives a historical perspective of the Press Law and the Law of Sedition and the back stage history of the memorable case of sedition launched against the editor of the **Bangabasi**. In the last chapter it gives a biographical sketch of the editor of **Bangabasi**, K.C. Banerjee.

51. **BANERJEE, Sumanta**
India's monopoly press; a mirror of distortion. New Delhi, Indian Federation of Working Journalists, 1973. 95p.

This study based on the content analysis of five English dailies published from Delhi and seven English dailies published from other parts of India, seeks to examine the news presentation and editorial comments of the monopoly press on elever major events during the years 1969-1971. It also evaluates whether the remarks of the Press Commission (1954) are still valid.

52. **BARRIER, N Gerald**
The Punjab press 1880-1905, by N. Gerald Barrier and Paul Wallace. Michigan, Michigan State University, 1970. 201p. (Research series on Punjab no.2).

Seeks to enlighten the needs of research in the region in two ways, (1) by providing information on the Punjab press for the period of 1880-1905 that can be used for further analysis and (2) by arranging the data in a way that facilitates evaluation of existing source materials. Gives basic information and statistics on the newspapers of Punjab. Data concerning number of newspapers per language, per town, their circulation figures etc., are given in a tabular form.

53. **BASU, Jitendra Nath**
Press and peace. Calcutta, Paritosh Kr. Nag, 1958. 20p.

Quoting extensively from various authorities and the United Nations Organisation, the book discusses the important role of the press in ensuring peace in the world.

The author suggests formation of the United Nations Press Organisation (UNPO) which may act as press advisory committee to the UN. The function of the UNPO would be to write on peace issues, peaceful uses of the atom and to mobilise public opinion against the manufacture of destructive war material.

54. **BHATNAGAR, Ram Ratan**
The rise and growth of Hindi journalism (1826-1945). Allahabad, Kitab Mahal, 1947. 768p.

The book traces the history of Hindi journalism within the framework of Indian journalism and deals with its various phases affecting society, language, literature and politics. It discusses the socio-political and religious forces which facilitated the growth of Indian journalism as well as Hindi journalism. Chronologically the whole study is divided into six distinct periods. It also suggests the preservation of old and rare documents of journalistic importance in a central place.

55. **BHATT, A R**
Problems of the vernacular language press of India. Paris, Unesco, 1959. 14p.

Paper presented at the Meeting on Development of Information Media in South East Asia, organised by Unesco in Bangkok from 18-30 January, 1960. The author identifies the reasons which impede the growth of small and language newspapers in India. They are discussed under the headings of revenue, newsprint, news services, capital equipment and finance and training. The author provides a number of suggestions for facilitating the growth of language newspapers in India.

56. **BHATT, Natvarlal Labhshanker**
A study of the newspaper reading interests of the pupils studying standard X of secondary schools in Rajkot. Rajkot, Saurashtra University, 1969. 133p. thesis (M.Ed.)

Findings of this study indicate that by and large students are interested in reading newspapers. The subjects preferred by them include offence and prosecution case reports, followed by war news and sports. The newspapers **Fulchand** and **Jai Hind** are the most popular amongst the students.

57. **BHATTACHARJEE, Arun**
The Indian press: profession to industry. Delhi, Vikas Publications, 1972. 216p.

Divided into three major sections, the book analyses the different facets of the Indian mass media. It discusses pressures on mass media, the problem of newsprint and the history and structure of Indian and international news agencies. It also gives a statistical account of India's dependency on imports and considers the time India will

take to attain self-sufficiency in the sphere of equipment required for the mass media.

58. **BOMBAY.** Government Central Press
List showing newspapers published in the state of Bombay. (Corrected up to 31st March, 1955). Bombay, 1955. 22p.

The information includes the title, language, place, name of the publisher, periodicity and annual subscription rate.

59. **BOSE, Mrinal Kanti**
The press and its problems. Calcutta, 1945.

Covers various aspects of journalism. Discusses the functions of newspaper management and news agencies, the early history of restrictions on the Indian press imposed by the British rulers, the Press Law, control of press and the role of AINEC in demanding a free press in India. The press and politics of other countries are also discussed.

60. **A BRIEF history of the** Statesman Calcutta. **New Delhi, Statesman, 1947. 52p.**

Traces the history of a well known English language daily.

61. **CHALKLEY, Alan**
Budget day coverage, March 1: an analysis of the Delhi press and others. 8p. mimeo.

Paper contributed at a seminar organised by the Press Institute of India in Kota from March 17-20, 1969. Analyses the nature of budget coverage in various newspapers, viz., introduction, dealing of important points, headings chosen, dealing of graphs, etc., and critically examines the column and page-wise details.

62. **CHALKLEY, Alan**
A manual of development journalism. Delhi, Vikas Publications [1970]. 54p.

The manual introduces the new occupational title "developmental journalist" and explains how the new development journalism should and should not be written.

63. **CRITCHFIELD, Richard**
The Indian reporters guide. Bombay, Allied Pacific, 1962. 237p.

A handbook for guiding students and new journalists in the art of reporting and newswriting. Various subject areas are also discussed.

64. **EAPEN, K E**
India: an overview. In **The Asian newspapers' reluctant**

revolution. Edited by John A. Lent. Ames, Iowa, The Iowa State University Press, 1971. p.282-297.

Provides a brief history of the development and growth of the Indian press and discusses the drawbacks in terms of its reach, manpower shortage, absence of readership surveys etc. The other points included for discussion are English and vernacular press and their coverage, training and research, and freedom of the press. For a bright future of journalism in India he stresses the need for proper training of the journalist.

65. **EAPEN, K E**
Journalism as a profession in India: a study of two states (Bihar and Kerala) and two cities (Bombay and Madras). Wisconsin, University of Wisconsin, 1969. 235p. thesis (Ph.D.)

Purpose of the study was to gather socio-economic data on Indian journalists and to search for their professional orientation. Information was collected by means of questionnaires. Technique of stratified random sampling was employed for the selection of respondents. It was observed that among major groups, Kerala journalists were well ahead of not only newsmen of Bihar state, but also those of the two cities of Bombay and Madras. As a linguistic group Malayalam (Kerala) journalists were more professionally oriented.

66. **FREEDOM of press. In India today; being a collection of research papers on burning topics of the day. New Delhi, Ranjit Printers and Publishers, 1970. p.301-317.**

The chapter starts with a preliminary conception of the freedom of press in India. It includes opinions raised in the Constituent Assembly debates on the subject, the views expressed by the Press Commission, constitutional provisions of freedom of press in other countries, trend of ownerships in the Indian press during the last two decades and different standpoints of various agencies, the Press Council Code of 1969, some cases of executive control over press, relative balance between press freedom and Parliamentary privileges, the prospect and problems of the proposed Finance Corporation and press freedom and proposed second Press Commission.

67. **GEORGE, T J S**
The provincial press in India. New Delhi, Press Institute of India, [n.d.]. 78p.

The study discusses the problems and prospects of provincial press in India including the reasons for its creation and limited growth. The author observes that the creation of states in India on the basis of language, growing awareness of the decentralised administration, speedy rise of rural literacy and the capacity of reflecting the spirit of the time facilitated the growth of non-metropolitan

provincial newspapers in India. The most important factor which arrested its due expansion, is their small economic power as compared to that of the larger English dailies.

68. **GHOSE, Hemendra Prasad**
The newspaper in India. Calcutta, University of Calcutta, 1952. 89p. (Ramananda lectures)

The four lectures delivered at Calcutta University, under Ramananda lecture series, describe the struggle of Indian nationalist newspapers for national freedom and democracy in India. Freedom of press is dealt with in detail. It is stressed that no curtailment should be imposed on it regardless of pleas.

69. **GHOSH, Tushar Kanti**
Journalism as a factor in democracy. Mysore, Mysore University Printing Press, 1972. 20p.

First lecture under Janmabhoomi Press Trust Endowment Lectures, Mysore February 3, 1973. Outlines the role public opinion can play in a democratic set up through proper placement in newspapers. Various responsibilities of the press towards a democratic government are also discussed.

70. **GOVINDARAJAN, S A**
G. Subramania Iyre. New Delhi, Publication Division. 110p. (Builders of India series).

The book is a biography of G. Subramania Iyre, a notable figure in the development of Tamil journalism. It gives an account of the life of **The Hindu's** (a leading English daily published from Madras) first editor and depicts his life not only as a journalist but also as a freedom fighter.

71. **HIDES, Michael**
The sub-editor's companion. New Delhi, Popular Prakashan for The Press Institute of India, 1967. 74p.

The book seeks to impart the skill of editing and sub-editing to Indian sub-editors. It lays emphasis on the principles of sub-editing, page design, layout, and picture editing. It illustrates with examples from the Indian press.

72. **INDIA**. Lok Sabha
Press Commission report: Comments and reactions, New Delhi, 1955. 122p.

A compilation of press and public comments on the report of the Press Commission submitted in 1954. The brochure was intended to be a background reference material for use of the members of the Indian Parliament who were to discuss the Press Commission report.

73. **INDIA.** Ministry of Information and Broadcasting
Report of the Enquiry Committee on Small Newspapers, 1965. New Delhi, 1966. 30p.

A report on the problems of development faced by small and language newspapers in India and suggested measures for ameliorating their position. Divided into seventeen chapters, minutes of dissent, supplementary notes and sixteen appendices, the report after defining the small newspapers gives a brief survey of the Indian press and discusses the problems of circulation, printing machinery, communication and transport, news services, information services, training facilities for staff, associations of newspapers, credit facilities and consultancy services, newsprint, advertisements and price page schedule and recommends measures to improve their conditions.

74. **INDIA.** Ministry of Information and Broadcasting
Report of the Press Commission. New Delhi, 1954.

Report of a commission which was appointed in September 1952, to enquire into the state of press in India and to make recommendations on its future development. The report is divided into three parts each published as a separate volume. Part I is the main report which discusses the Indian press as a whole and makes recommendations on all the possible areas of the press. The second part is exclusively devoted to the study of history of Indian journalism. The third part contains appendices which include questionnaire and combined alphabetical index.

75. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Circulation of newspapers in India, New Delhi, 1958. 3p. (Background to the news.)

Gives circulation figures of five leading dailies in UK, France, West Germany, USSR, USA, Japan and India. Concludes that circulation per 1,000 population is maximum in UK, followed by USSR, France and West Germany.

INDIA. Ministry of Information and Broadcasting. Research and Reference Division
Consideration of Press Commission's report by Rajya Sabha see **446.**

INDIA. Ministry of Information and Broadcasting. Research and Reference Division
Foreign government pressure on press see **765.**

76. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Growth of language dailies since 1960. New Delhi, 1973. 11p. (Background to the news.)

Provides a brief history of the development of language dailies in India. Comparative statistical information on the number of language dailies published during 1960 and 1971,

increase in their circulation, and language-wise circulation is also given.

77. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
International Press Institute. New Delhi, 1966. 11p. (Background to the news.)

States that the first General Assembly of International Press Institute was held in Paris in 1952. Since then it has met every year, reviewed problems and adopted resolutions to guarantee free and normal fulfilment of journalistic functions. Activities of IPI in Asia and Africa are financed by the Ford, Rockefeller, and Asian Foundations. The first Asian seminar was held in New Delhi from November 7-18, 1960. Press Institute of India established in 1963 gives the Indian press an international significance.

78. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Newsprint. 3p. (Background to the news.)

Provides an introduction on the establishment of Nepa Mills alongwith its production figures during 1955-1957. Quantity and value of newsprint imported into the country during 1952-1957 is also presented in a tabular form.

79. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Newsprint consumption. New Delhi, 1958. 5p. (Background to the news.)

Allocation of import quotas to various newspapers, regulating the consumption of the newsprint, restriction on number of pages in an issue of a standard size daily newspaper etc., during the periods of newsprint shortage are highlighted in the paper. Present import policy alongwith the estimated annual consumption of newsprint production conditions in India are also discussed.

80. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Newsprint in India. New Delhi, 1972. 10p. (Background to the news.)

Discusses the problem of shortage of newsprint in India which has affected the growth of the newspaper industry in the country. The paper seeks to provide information on the production capacity of the newsprint production units (National Newsprint Paper Mills Ltd., and Hindustan Paper Corporation) of the country. Statistical figures in respect of newsprint import from 1947 to 1972 are provided. It also gives information on total newspaper circulation and newsprint production in selected countries.

81. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division

Organisation of press statistics. New Delhi, 1955. 4p. (Background to the news.)

The paper points out the adhocism in the collection and management of statistical information in regard to the Indian press. It is suggested that a suitable statutory authority should be established and made responsible for collection and dissemination of information about the Indian press.

82. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Production of newsprint in India. New Delhi, 1966. 4p. (Background to the news.)

Provides information on the newsprint situation in India. It includes information about the countries supplying newsprint to India, availability of raw materials like fir trees, spruce, mulbery etc., and achievements of Nepa Mills.

83. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Production of newsprint in India. New Delhi, 1967. 9p. (Background to the news.)

Discusses the need and extent of consumption of newsprint in India since 1941. The paper highlights the important role of newspapers as a medium of mass communication, especially in a highly populated country like India. It points out that increasing demand for newsprint has caused a great drainage on the meagre foreign exchange. Tabulated data concerning India's import of newsprint during April 1965 to March 1966 from various countries is provided. Degree of consumption per person of newsprint in various countries is also calculated.

84. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Status and role of journalists. New Delhi, 1955. 6p. (Background to the news.)

Discusses observations of the Press Commission concerning the existing position and the necessity for improvement in the working conditions of the journalists in India. It observes that the moral and intellectual leadership which used to be associated with journalists of former days, is not being maintained at the same level. A feeling of insecurity of tenure is found in journalists. The role of newspapers as a vital instrument for mass education is also emphasised.

85. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Urdu journalism in India. New Delhi, 1959. 7p. (Background to the news.)

Throws light on the origin and development of Urdu journalism in India. Nineteenth century is described as the golden period of Urdu journalism. Subject areas covered

by various Urdu dailies and periodicals and changes in conditions after partition are discussed in detail.

86. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Wages for working journalists. New Delhi, 1957. 3p. (Background to the news.)

Throws light on the constitution of the Wage Board appointed by the Government of India in 1955 under the Working Journalists Act. It also discusses the recommendations made by the Press Commission to the effect that journalists' wage should be such as to attract talent. There should be a minimum wage for the employee that will enable him to live well.

87. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Wages of the working journalists. New Delhi, 1958. 6p. (Background to the news.)

Discusses the Press Commission's (1954) formula for minimum wages for the working journalists and its recommendations for improvement in their service conditions. Wages in the newspaper establishments are classified on the basis of their average gross income and circulation. The paper also seeks to highlight the Supreme Court's judgement on Miscellaneous Provisions Act, Working Journalists' Act and the Constitution of the Working Journalists and Wage Committee.

88. **INDIA.** National Commission on Labour
Report of study group for newspaper industry. New Delhi, National Commission on Labour, 1968. 33p.

Highlights the role of newspaper industry, its management and labour laws alongwith a brief history of press in India. Certain recommendations are made for the improvement of the newspaper industry.

89. **INDIAN and Eastern Newspaper Society**
The All India Conference of newspaper publishers. New Delhi, 1958. 64p.

Collection of speeches and resolutions passed in the conference which was held in New Delhi on July 30 and 31, 1958 to discuss problems arising out of the Working Journalists (fixation of rates of wages) Ordinance issued by the Government of India on June 14, 1958.

INDIAN and Eastern Newspaper Society
Problems of the newspaper industry in India see **449.**

90. **INTERNATIONAL Press Institute**
Fifth Asian seminar for editors, chief news editors, seminar sub-editors of Indian newspaper. Madras, 1962.

Proceedings of the seminar organised by the International Press Institute at Madras from 15-25 August, 1962. Provides biographical information about the discussion leaders, alongwith their ideas concerning Indian press. Topics discussed by various discussion leaders include developments in the Indian press, responsibilities in influencing the thinking of its readers and opportunities for the expansion of language press, new sources of news, efficiency in the news room maintained by coordinated team work by news-gatherers and role of sub-editors and page planners.

91. **IYER, Vishwanath**
The Indian press. Bombay, Padma Publications, 1945. 72p.

Traces the history of Indian press and enactments introduced by the government of India to curb its freedom. The author quotes extensively from court decisions and various enactments. A chapter is devoted to the press and legislature. Other discussions include relation of the press with Indian and foreign governments.

92. **KASHI, Patrakar Sangh**
88th birthday commemorative volume. Varanasi, 1970. 174p.

The volume is a collection of papers compiled as a commemorative volume to mark the 88th birthday of Pandit Baburao Vishnu Pararkar, founder of Varanasi's daily **Aaj** (Hindi daily). Apart from intimate articles and tributes by his associates, the volume also has a large number of professional articles dealing with the Indian republic and newspapers. The way to be a successful correspondent, newspapers and political parties, drawing of cartoons, newspapers and contempt of court, problems of growth of Hindi journalism are some of the important topics covered in the book.

93. **KHARE, Prem Sankar**
The growth of press and public opinion in India: (1857 to 1918). Allahabad, Piyush Prakashan, 1964. 151p.

The book is a result of research work on the development of Indian press and Indian public opinion with interaction on each other, during cross-currents of the eventful years from 1857 to 1918. The author distinguishes the whole history into some characteristic phases. In the closing chapter he discusses how after World War I, the Indian press came under the control of the British government on the one hand and business control on the other.

94. **KUMAR, N**
Journalism in Bihar, (a supplement to Bihar State Gazetteer). Patna, Gazetteers Branch, Revenue Department, 1971. 216p.

The book traces the development of journalism in Bihar in the broad perspective of the development of Indian journalism. In its seven chapters the publication describes how Calcutta emerged as a centre of Indian journalism, how at the close of the 19th century the developments in Calcutta lead to Bihar expanding its own English and vernacular press, the impact of the development of Indian news agencies, how the press became a mouth-piece for the freedom struggle in Bihar, recent trends, financial and the circulation problems of the newspapers in Bihar.

95. **LINGAM, T N M**

Circulation problems in Indian newspapers. Delhi, The Press Institute of India [n.d.]. 31p.

The booklet focuses on some important bottlenecks in the existing distribution system of newspapers in India. Among the notable shortcomings discussed are the hap-hazard growth of the agency system in India; short-sighted competitive policies of publishers towards agents and the absence of adequate contact between them; trouble in collecting subscriptions; general reluctance to consider any change in existing arrangements and the low level of the literacy standard of the persons involved in the distribution of newspapers. It suggests in conclusion, a systematic, intensive and extensive study on the subject.

96. **LOVETT, Pat**

Journalism in India. Calcutta, The Banna Publishing Company, [n.d.]. 96p.

97. **MANKEKAR, D R**

The press under pressure. New Delhi, Indian Book Company, 1973. 167p.

Examines the newspaper ownership pattern in India and discusses the confrontation between the government and the future of press freedom in India. It also examines the shortcomings of the Indian press and makes an attempt to evaluate the measures taken by the Government of India in regard to the press.

MINATTUR, Joseph

Freedom of the press in India: constitutional provisions and their application see 450.

98. **NAIR, A A**

Peeps at the press in South India: a short survey of achievements of editors and publishers. Madras, A.A. Nair, 1966. 175p.

Discusses the modern trends and topics alongwith a brief history of press in South India. Freedom of press, privileges of the legislature, condition of Indian language papers etc., are also highlighted in the publication.

99. **NARASIMHAN, V K**
Kasturi Srinivasan. Bombay, Popular Prakashan, 1959. 164p.

A biography of the late Mr. K. Srinivasan, editor of **The Hindu**, one of the leading English dailies of South India. The period covered in 1934 to 1959. The book relates how Srinivasan became a managing editor and proprietor of a respected newspaper and played an important role in the affairs of the Indian press during World War II and the years after independence.

100. **NARASIMHAN, V K**
The press, the public and the administration.. New Delhi, Indian Institute of Public Administration, 1961. 68p.

Collection of three lectures delivered at Delhi on May 1-3, 1961. The author examines the mediator's role that the press could play between the public and the government. He indicates the changes needed in the attitude of the press, government and legislature to allow the press to play its due role.

101. **NATARAJAN, S**
Democracy and the press. Bombay, Manakatalas, 1965. 38p.

Collection of three lectures delivered on 9th, 10th and 11th December, 1964 in Acharya S.D. Javedkar Memorial lecture series. Taking examples from the existing conditions of the Indian press, the author discusses the relationship between the press and the people and press and government. A lecture is also devoted to the role of big business in the Indian press.

102. **NATARAJAN, S**
A history of press in India. Bombay, Asia Publishing House, 1962. 425p.

The book traces the growth of the press in India from the time of the British East India Company to the late 1850's. It also studies the obstacles encountered by the Indian press and its consequent development both as a medium for news dissemination and as a purveyor of advertising.

103. **NATIONAL Cooperative Union of India, New Delhi**
Cooperative press and publicity. New Delhi, National Cooperative Union of India. 170p.

Proceedings of a seminar held in Delhi from March 18 to 21, 1964. Topics discussed in the seminar included objectives of cooperative publicity, cooperative press and socio-economic development, cooperative press and democratic socialism and the technical problems of cooperative publications.

104. NOORANI, A G, ed.
Freedom of the press in India. Bombay, Nachiketa Publications, 1971. 143p.

Proceedings of a seminar organised by Lesha Sawhney and Friedrich-Naumann-Stiftung (W. Germany) in Srinagar (India) from May 8 to 11, 1970. The seminar discusses the basic challenges to the freedom of press viz., governmental restraint, the organisation of the press and the contribution of the press in opinion formation and in sustaining democratic values. The papers contributed cover such topics as freedom of press, monopolies in the Indian press, challenge and opportunity of the Indian press, the importance of free press in a democracy, popular journalism and democracy and the training of professional journalists.

105. PARIKH, R D
The press and society: a sociological study. Bombay, Popular Prakashan, 1965.

The author after tracing the history of Gujrati language press from the early eighteenth century, indicates the existence of a close relationship between the press, different social institutions and the groups that exist in a large society.

106. PARVATE, T V
Marathi journalism. New Delhi, Maharashtra Information Centre, 1969. 36p.

This booklet traces the history of Marathi language journalism particularly since its inception to India's independence.

107. PIONEER Press
The Pioneer: centenary souvenir. Lucknow, 1964. 128p.

The publication includes articles on the history of the **Pioneer**, an English daily published from Lucknow (U.P.), the problems of the Indian press, initial advertising in India and a note about **Swantantra Bharat**, a Hindi version of the **Pioneer**.

108. PREM, Narain
Press and politics in India, 1885-1905. Delhi, Munshiram Manohar Lal, 1968. 321p.

The book analyses the emergence, nature and dimensions of Indian political thinking during 1885 and 1905 as it was reflected in the contemporary press. The main intention of the author is to assess the reactions of Indian press on important issues like constitutional development, administrative organisation, famine, fiscal problems and communalism during that period. The reactions of the different sections of the press and their different attitudes towards the events form an important part of the discussions.

109. **PRESS Institute of India**
The press and the law. New Delhi, 1968. 90p.

Papers presented at a seminar held by the Press Institute of India and Indian Law Institute. The papers cover the constitution of India and the law guiding the freedom of expression, the privileges enjoyed by the press, the struggle by the press for self government and demand for privileges and rights, the impositions of the criminal laws and its jurisdiction of the press. The contributors are from the field of journalism and law. They conclude that the problems of balancing interest of the press and those of other groups and vocations can not be solved by executive, legislature or even judicial means but by certain administrative regulations.

110. **PRESS Institute of India**
The Press Institute of India; the first decade. New Delhi, [n.d.]

This brochure on the Press Institute of India outlines the history of the Institute; its role in combating the weaknesses of Indian mass media and its collaboration programmes with various institutions enabling a continuing relationship with many disciplines. It also elucidates its other activities as a publisher, award distributor, a screening body for awards of foreign fellowships and scholarships, and as a consultant to newspapers, central and state governments.

111. **PRESS Institute of India**
Seminar on prospects of the Indian press, 1963-1973. New Delhi, 1963.

Proceedings of the seminar organised by the Press Institute of India and the India International Centre at Delhi from 12 to 17 February, 1963. The discussion in the seminar revolved round such topics as importance of early newspapers in society, newsprint consumption and its demand, trade union trends and prospects, and relationship of the press with the government and law.

112. **PRESS Institute of India**
Workshop (regional) for reporters and feature-writers. Calcutta, 1963.

Workshop organised by the Press Institute of India at Calcutta on 15-21 August, 1963. The workshop seeks to demonstrate to the reporters and feature writers ways of improving their reporting and suggests new ideas for writting stories. Ethics of police and civic reporting, photo-features and feature-writing are the other topics discussed in the seminar. It is recommended that the Press Institute of India should hold seminars and workshops in the different languages of the country.

113. **PUROHIT, Vinayak** ed.
The press and the people. Madras, The Christian

Literature Society for the Ecumenical Christian Centre at Bangalore, 1973. 62p.

Papers presented at a seminar held in Bangalore from May 25-28, 1972. This book briefly relates the history, problems, challenges and changes faced by the India press. On the whole, the ten articles dwell on the bearing of the historical, political and economic variables on the present state of the newspapers in India. Each of the articles, however, is topically specific.

114. **RAO, K R Seshagiri** ed.
Studies in the history of Telugu journalism. Delhi, The New India Press, 1968. 170p.

A volume in honour of V.R. Narla, a major figure in Telugu journalism in India. It contains nineteen contributions made by Telugu scholars and journalists on various aspects of Telugu journalism. The articles cover: the growth of printing, origin, expansion, new trends, contributions of leading Telugu journalists and detailed discussions on Narla's impact on Telugu journalism.

115. **RAO, K Rama**
The pen is my sword: memoirs of a journalist. Bombay, Bhartiya Vidya Bhavan, 1965. 332p.

The volume unfolds the role played by patriotic journalism in India's struggle for freedom in its initial formative years after independence. It records political events since 1916 up to the end of the first decade after independence, which had direct or indirect impact on journalism in India.

116. **RAU, Abdul-Majid**
Journalism as a career: a guide to entry into the profession. Lahore, Commercial Book Company, [n.d.]. 138p.

The author discusses different aspects of journalism. The book also includes a historical account of the Indian press, the relationship of the press with the parliament, women as journalists and journalism and the law.

117. **RAU, M Chalapathi**
The press in India. New Delhi, Allied Publishers, 1968. 145p.

Contains articles written by the author. It covers issues like: the nature and pattern of the Indian press, its freedom from external control, Press Commission and the role of the Press Council, journalists' trade-unionism, press freedom in relation to privileges of legislatures, problems of the editors and the proprietors, press in emergency period, press and public administration and evaluation of the English as well as the Indian language press. In all the articles, the author focuses on the post independence press in India, but there are three articles viz; "Gandhi as a journalist", "Journalism now and then", and "Nehru and the press" which deal with some aspects of pre-independence Indian press.

118. **RAY, Kamalesh**
Science writing as a career; a guide book. New Delhi, Press Institute of India, 1973. 51p.

The book presents facts about science writing for the mass media. Although it provides knowledge of what to write, how to write and where to write, it is not a text book on science journalism. It is rather a projection of the author's personal experience in science writing, broadcasting and televising. Some basic information is also appended.

119. **RAY, Nikhil Ranjan**
Freedom of the press in India, with a foreword by Radhabinod Pal. Calcutta, General Printers and Publishers, 1950. 150p.

Major part of the book is a collection of articles from the **Calcutta Review**. It touches on two aspects of press freedom viz., the right of the press to comment on the judgements of courts and on the conduct and character of judges, jurors, litigants, witnesses and advocates without committing any offence within the meaning of law of contempt of court and the right to publish the legislature proceedings and to comment on them without trespassing against the ordinary law.

120. **REPORTING from the capital: a report on a seminar organised by the Press Association and the Press Institute of India. New Delhi, 1972. 17p.**

121. **SARKAR, Chanchal**
The changing press. Bombay, Popular Prakashan, 1967. 126p.

The volume is a collection of articles on various aspects of Indian press originally written by the author for several seminars in India and abroad. The book provides a critical assessment of the press in India and compares it with the impressive progress made in other countries particularly in the West and Japan. The author expresses his disillusionment with the progress made so far by the Indian press and suggests that it should identify itself not only with the Indian community but also with its Asian neighbours.

122. **SEMINAR on editorial planning and content. New Delhi, 1965.**

Seminar organised by the Press Institute of India and the International Press Institute. The seminar discussed the coverage of minorities in the Indian Press, role of newspapers in a community, newspaper design and photojournalism.

123. **SEMINAR on industrial and economic writing. Jamshedpur, 1964.**

Seminar organised by the Press Institute of India. Topics discussed include economic journalism in India, Indian language and economic journalism, technological progress and newspaper industry.

124. SEMINAR on news editors. Delhi, 1964.

Seminar organised by the Press Institute of India. The seminar seeks to discuss news coverage, design, make-up and typography of newspapers, the problems of mofussil correspondents and investigation reporting.

125. SEMINAR on newspaper management practices. New Delhi, 1967.

Seminar organised by the Press Institute of India. Topics discussed include labour laws and management, profit planning and reports to management and outlines of a paper on circulation.

126. SEMINAR on science in India: basic problems. New Delhi, 1967.

Seminar organised by the Press Institute of India, Council of Scientific and Industrial Research and Science Writers Association. Topics covered in the field of science communication are coverage of science in Indian newspapers, writers' exposition and editorial considerations.

127. SEMINAR on sports coverage. New Delhi, 1969.

Seminar organised by the Press Institute of India. Feature and column writing, relationship between sports and radio, and Olympic or Asian Games coverage are some of the topics discussed in the seminar.

128. SEMINAR on what ails the Indian press, 1969.

Organised by All India Newspaper Editors Conference. Views expressed by various eminent persons in the field conclude that it is not only the Indian press but the press in general that is ailing. Its main reasons being political change, remarkable development of other media of mass communication and state owned press in certain countries. It is pointed out that the Indian Press is full of political reports and comments and neglects the economic and social dimensions of national life. Unpopularity of Hindi newspapers is ascribed to bad management, poor editing, writing and untrained personnel.

129. SEN, S P
The Indian press. Calcutta, Institute of Historical Studies, 1967. 166p.

A collection of papers presented at the Fourth Annual Conference of the Institute, Mysore, 1966. The publication consists of a collection of eleven papers on the library

of the Indian language press. The papers deal with a particular field of investigation on the Bengali, Kannada, Marathi, Hindi, Urdu, Tamil and Telugu press. The emphasis is on contemporary Indian press, but the book also includes two papers on news writing in medieval India, and a detailed bibliography on the history of the Indian press.

130. **SEN, Sachin**
The press and democracy; with a foreword by Robert M. Hutchins. Calcutta, General Printers & Pub., 1957. 162p.

The book discusses the role of the free press in furthering the cause of democracy in India. The author advises the press to see that new experimentations are adopted according to the new conditions, but forewarns that freedom of the press does not mean immunity from the law. The book also discusses freedom of information and the press laws of India.

131. **SHAH, Hasmukh**
India's union government ministers and the press: news visibility of a major political elite in eight English language newspapers. Bloomington, Indiana University, 1970. thesis (Ph.D.)

Result of content analysis of eight randomly selected English language newspapers published during July 1, 1965 and June 30, 1966. It seeks to test a hypothesised relationship between the news visibility of Indian union government ministers and their portfolio and political seniority. The results indicate that though the English language press in India is predominently political issue oriented, there is no correlation between news visibility and the portfolio and political seniority of the ministers.

132. **SHAH, P M**
Press and society in India. Bombay, University of Bombay. 275p.

The study attempted to evaluate press in relation to Indian society. A wide survey of the literature and journals on the subject was done to obtain information. Findings identified the inextricable role of the Indian press with the development of Indian nationalism.

133. **SHETH, Ratilal**
Provincial journalism and the impact of big newspapers. Tokyo, International Press Institute, 1964. 21p. mimeo.

Paper presented at the ninth Asian seminar held in Tokyo on 15 April, 1964. Discusses the changes undergone by the national and provincial press after Independence, Press Commission reports, ownership of newspapers in India and circulation rate of famous dailies.

134. **SHRIDHARANI, Krishnalal**
The journalist in India; a study of the press corps, in

collaboration with Prakash C. Jain. Calcutta, Patrika Syndicate, 1956. 40p.

Using the questionnaire technique for data collection, the study examined the state of journalists in India. Findings indicated that the journalists in India were educated but dissatisfied. They had a low income and a subordinate social status. The book also provides the then existing conditions and trends of the Indian press.

135. **SRINIVASAN, C R**
The press and the public; with a foreword by the Rt. Hon. V.S. Srinivasan Sastri and an introduction by Sir C.P. Ramaswami Aiyar. Trivandrum, University of Travancore, 1944. 78p.

Discusses origin and development of the printing press and newspaper press in India. It explains the concept of news and comments. Also discusses news agencies, advertising, circulation, organisation and control of the newspaper.

136. **THAKUR, B S**
Newspaper reading habits in Hyderabad — Secunderabad by B.S. Thakur and E.G. Parmeswaran. Hyderabad, Department of Journalism, Osmania University, 1966. 97p.

Based on research done by the students of journalism, Osmania University, 1966 the study examined the working and effectiveness of communication media. Data revealed that one newspaper was bought for every two adults in the two cities. In case where two or more newspapers in different languages were taken, one was an English newspaper and the other Telugu or Urdu. **The Deccan Chronicle** was the most popular newspaper, followed by **Siasat, The Indian Express** and **Andhra Prabha.** Most of the newspaper subscribers were regular readers. Items in which readers were found to be most interested were local news, national news and editorials.

137. **THIAGARAJAN, S P**
History of Indian journalism. Thanjavur, The Columbia House (Distributors) 1966. 138p.

The book is a short history of Indian journalism. It recaptures the period of Indian journalism during the freedom movement and moves on to a study of eminent journalists and the contribution of the free press in India. A full chapter is devoted to criticism of the Press Commission Report, 1954.

138. **TIMES of India.** Advertisement Department
Family portrait of the readers of the Times of India group of publications. Bombay, Times of India Press, 1955. 96p.

Result of a readership survey of five publications published by the Times of India on the basis of the questionnaire filled in by 68,326 (over 17%) readers of the publications all over India. The variables included were marital status, education, income, house, camera, radio, transport ownership, ladies using lipstick and smoking habits of the readers.

UMRIGAR, K D
Journalists and the law see 453.

139. **UNITED News of India Ltd**
Fact-sheet of press freedom. New Delhi, 1971. 32p. (UNI backgrounder, v.3, no.37. 23 September, 1971.)

States that after the submission of the Press Commission Report in 1954, the need for reform in the Indian press was widely debated. The reform of press was discussed in terms of delinking the press from the big business houses. The paper quotes extensively the pronouncements of various committees and commissions, Minister of Information and Broadcasting, the Prime Minister, Minister of Company Affairs, politicians, and press men.

140. **VIJAYAN, K P**
Pathrangal, Vichithrangal (Malayalam). Kottayam, Sahitya Pravartha Cooperative Society Ltd., 1968. 244p. Malayalam.

The book discusses various aspects of journalism. Separate chapters are devoted to the origin and growth of newspapers, a day in a newspaper office, reporting and sub-editing, special correspondents, editor's role, newspaper production and page make-up, cartoons and newsphotos, feature writing, press laws and journalistic ethics, the business side of the newspapers, advertising and sales promotion, publicity and public relations, radio and television. There are special chapters on newspapers in India and Kerala (a southern state in India).

141. **WEST BENGAL.** Government Press
The story of Calcutta Gazette. Calcutta, Publication Branch, 1957. 74+6p.

A special supplement to commemorate the 175th anniversary of the **Calcutta Gazette**, an English newspaper published from Calcutta. The publication includes a historical account of the newspaper, various selections of different periods arranged subject-wise and facsimiles of old issues of the newspaper.

142. **WOLSELEY, Roland E**
India: history and development. In **The Asian newspapers' reluctant revolution, edited by John A. Lent. Ames, Iowa, The Iowa State University Press, 1971. p.268-281.**

Discusses the growth and development of the Indian press from its inception in 1780 when James Augustus Hicky started his **Bengal Gazette**. While discussing the current press scene in India, the author describes the newspapers as having wide varieties of appearance, quality and purpose. An extensive western influence is found in the Indian press. The other areas discussed are advertising and circulation, law and government and the evaluation.

143. **WOLSELEY, Roland E** ed.
Journalism in modern India. Bombay, Asia Publishing House, 1964. 279p.

The book attempts to explain and examine the principal manifestations of journalism in India. It provides in concise form a survey of journalism, as practised in India during the mid-century years. The book deals with the English language newspapers, the vernacular language newspapers, the news agencies, reporting and writing news, sub-editing, feature article writing, special correspondence, editorial writing and editing a magazine.

144. **WORKSHOP for journalists. Panjim, Goa, 1972.**

The workshop was organised by the Press Institute of India. Discusses the importance of news evaluation, the need of interesting features and the necessity of keeping in mind the interests of the readers while writing. It also focusses attention on developmental journalism.

145. **WORKSHOP on the press and rural change. Varanasi, 1966.**

The workshop was organised by the Press Institute of India and the Gandhian Institute of Studies. Topics of discussion include the trends of change in Indian villages, role played by the government agencies, role of press in enlightening the people so that they can understand and assess the national situations, present conditions of the villages and the problems faced by the press in reaching the villages.

VI. PRINT MEDIA

146. **BHUPAL, K**
Specialised publications for the media practitioner in Asia. 6p. mimeo.

Paper presented at the Asian Conference of Editors of Mass Communication Periodicals organised by Amic in Singapore from October 3-6, 1972. The paper focusses attention on the need of a mass media journal for mass communication practitioners. It discusses the role and

scope of such a periodical. After giving a brief description of various mass media periodicals in India, the author presents a case study of **Vidura**, a mass communication periodical published by the Press Institute of India, New Delhi.

147. **BODAS, L V**
The study of manuscript magazine of few schools in greater Bombay. Bombay, University of Bombay. 111+ 6p. thesis (M.Ed.)

The dissertation examined the organisation and administration of manuscript magazines. The study was conducted through the analysis of 154 magazines and circulation of three separate questionnaires to authors, students and schools. Findings showed that magazines expressed the individual opinions and thoughts of the students. Factors influencing their writings were the current topics, magazines and the literature supplied to them during the library period. Suggestions for improvement included guidance from teachers, exhibition of magazines and supply of ample reading material to students.

148. **CHITRE, S A**
Manuscript magazines in Marathi Secondary School. Bombay, University of Bombay. 179p. thesis (M.Ed.)

This study examined the magazine activity in a school in Bombay from the angle of their administration, organisation and contents. For data collection the questionnaire method was used and the contents of 100 magazines were analysed. Findings indicated that pupils' writings were influenced by the teaching of literature and composition, pupils' general reading and extent and nature of teacher's guidance. It was suggested that public announcements about the best articles should be made by the teacher-in-charge, and pupils encouraged to continue the production of magazines.

149. **DHILLON, Joginder Singh**
Impact of the popular periodicals of Punjab Agricultural University, Ludhiana, on the dissemination of improved practices to the farmers of Punjab State. Ludhiana, Punjab Agricultural University, 1968. 55p. thesis (M.Sc.)

Using mailed questionnaire for data collection, the investigation examines the sources through which the subscribers learn about the periodicals and obtains suggestions from farmers to make it more effective. Findings indicate that periodicals published by the University are the most important source of information on improved farm practices. The information about the existence of such periodicals is known to the farmers through formal sources.

150. **INDIA.** All India Radio, Ahmedabad
A report on readership survey on Nabhovani, June, 1973. Ahmedabad, Audience Research Unit, AIR, 1973. 19p.

This study which is concerned with readers' reactions and suggestions for the programme journal **Nabhovani** used the questionnaire method for data collection. Findings revealed that majority of the listeners subscribed to the journal. An attractive cover page, inclusion of complete scripts of the plays, skits and photographs of prominent AIR artists were some of the suggestions for improving the journal.

151. **INDIA.** All India Radio, Madras
Report of readership survey of Vanoli, Madras. Madras, Audience Research Unit, AIR, [n.d.]. 11p.

A study to find out listeners' reactions towards the publication of programme details in an exclusive AIR journal in addition to what is published in the daily press. Questionnaire method was used for data collection. Findings indicated that a large number of respondents subscribed to **Vanoli** and the newspapers. Majority of the respondents felt the necessity to subscribe to **Vanoli**.

152. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Printing in India. 5p. (Background to the news.)

Traces the history of printing in India beginning with the evolution of the script. Improvement in the technical equipment of the Indian press, problems faced in printing including dearth of variation in type faces and designs due to variety and size of India's scripts, and the government's efforts to promote the industry are discussed. Mention is made of the panel appointed to assess the requirements of various kinds of printing machinery and review its existing capacity.

153. **INDIAN Institute of Mass Communication**
House journals from the public sector. New Delhi, 1973. 35p.

The report "seeks to provide a fleeting glimpse of the contents of the journals" brought out by certain public sector undertakings in India. Content analysis of 46 house journals was made, and 1,756 stories were analysed. Findings indicated that major themes covered in the journals included progress reports, social, employee welfare, impact on environment, personalities and miscellaneous. The first two occupied the largest proportion (32.80 percent and 23.35 percent) while the third occupied the lowest (4.73 percent). Majority of the journals were in English. Other findings included difficulty in identifying the source of authorship, absence of practice of accepting outside advertisements and inclusion of a large number of photographs.

154. **INDIAN Institute of Mass Communication**
Seminar on government journals. New Delhi, [1970].

Collection of papers read at the Seminar on Government Journals organised by the Indian Institute of Mass

Communication. The seminar seeks to discuss the readability of government journals with a view to finding methods of making them effective tools of communication and to consider steps to improve them qualitatively. The topics discussed are typography, layout, readability and illustrations.

155. **LUIZ, Tomy**
Indian Catholic press: a survey. Bombay, Communications Coordination Centre, 1972. 105p.

Results of a survey which seeks to find out various facts in respect of the present position of the Catholic press in India. Findings provide information on Catholic periodicals, their editors, economics of their management, special functions of such periodicals, and an appendix which provides the names and addresses of the publishers in India.

156. **MALHAN, P N**
Magazine scene in Asia. New Delhi, Indian Institute of Mass Communication. 17p.

Presents a critical study of the position of periodicals as a mass medium in Asia. Also discusses the revolution in periodicals in the West, paper problems, technical problems in printing and the style of writing and reporting.

157. **MALHAN, P N**
Professional periodicals in the field of mass communication in India. 14p.

Paper presented at the Asian Conference of Editors of Mass Communication Periodicals organised by Amic in Singapore from October 3-6, 1972. Content analysis and readership survey of thirty-seven Indian periodicals which directly or indirectly cover the subject of mass communication.

158. **MALHAN, P N**
The story of printing. New Delhi, Indian Institute of Mass Communication, 1972. 44p.

This paper traces the development of the printing process beginning with the evolution of the script. Contemporary typography and composing techniques are discussed and various printing machines are described. The paper concludes with a comment on the trend of sophisticated electronic printing methods and its impact on the future.

RAY, Kamalesh
Science writing as a career; a guide book see 118.

SINGH, M
A study of the comparative effectiveness of radio and literature as media of communication in agricultural extension see 623.

SRINIVASAN, C R
The press and the public see 135.

VII. BROADCAST MEDIA

159. AWASTHY, G C
Broadcasting in India. Bombay, Allied Publishers, 1965. 268p.

The volume is a critical and narrative analysis of the development of All India Radio, its programmes and programme policies, its administration, its ambitions, success and failures from 1946 to 1963. The facts are presented on the basis of the author's personal experiences as a staff member of AIR.

BHARDWAJ, M
Impact of radio rural programmes on farmers of Rajendernagar block of Hyderabad district see 768.

CHAUDHRI, M M
Motion picture and television production facilities in India see 374.

160. CHAUDHRI, M M
Projection for the Television Centre of I.I.T. Kanpur, Indian Institute of Technology, 1971. 54p.

The report narrates the experiences gained by the author during his world wide travel and study of educational films and television. The main objective of the study is to discuss the evolution of media in the western world and its relevance in the Indian context. It discusses the future potentialities of various mass media in general and television in particular.

161. COMMERCIAL Broadcasting Service
Vividh Bharati listening analysis, Bombay, May 1968. Bombay, 1968. 15+76p.

The quantum of listening was estimated by means of questionnaire, interview and recall method. Findings revealed that various transmissions were preferred. First preference was for the first transmission followed by the fourth and the last transmission. Out of the three Jaymala programmes, the highest frequency of listening was for the first transmission. Other programmes liked most in order of preference were film music followed by plays.

162. DATTA, P C
Report on survey of listening at Wardha, 1965. 36p.

The objective of this study was to ascertain the extent of listening in Wardha. Data collected through interviews revealed that the listening rate was higher on Saturdays and Sundays. The highest proportion in the respondent sample was of service class followed by businessmen. Marathi speaking population dominated the listening, followed by Hindi speaking ones. Highest listening rate was found for 'Mangal Vadya', followed by 'Archana', and programmes broadcast for rural areas. Listening to AIR, Nagpur, was very high.

163. **DATTA, P C**
Survey of listening in medium sized towns: Burdwan/ Asansol, March, 1957. Calcutta, Listeners' Research Unit, AIR, 1957. 33p.

A study to assess the extent of listening in medium sized towns as compared to city listening. Comparison of the results of this survey and a survey of city listening, done in Calcutta, in 1955, revealed that listening to radio was slightly less in medium sized towns. Listening to AIR, Calcutta; Radio Ceylon; Radio Pakistan and other stations was generally higher. Calcutta 'A' seemed more popular than Calcutta 'B'. Programmes preferred were classical music items especially instrumental music, Bengali news bulletins and rural programmes. The national programme was more popular in the city.

DEVESH, Kishore
A study of effectiveness of radio as a mass communication medium in dissemination of agricultural information see 775.

DEY, Pradip Kumar
Relative effectiveness of radio and television as mass communication media in dissemination of agricultural information see 776.

164. **DRUCQUER, Seth**
Broadcasting. Bombay, O.U.P., 1945. 31p.

The pamphlet seeks to provide information on the origin and development of broadcasting in India. It provides information on programmes and their composition including broadcasts for special audiences and the use of community receivers in rural areas. The pamphlet also highlights the technical problems of broadcasting. It points out the inadequacy of the staff in All India Radio. Special mention is made of broadcasting during the war.

165. **DUGGAL, V**
Analysis of the music content of the children's programme broadcast from All India Radio Station, Allahabad-Lucknow. Lucknow, Lucknow University, 1956. thesis (M.Ed.)

The study analysed the music contents of the children's programme broadcast by AIR Lucknow-Allahabad and deter-

mined their effect. For data collection the investigator studied the programme plans and held discussions with planners. Findings revealed that a vast majority of child listeners were interested in music rather than in spoken words. Teachers expressed their opinion that the programme broadcast on Sunday should be shifted to another day of the week.

166. **INDIA.** All India Radio
Report of the panel study on English news bulletins. New Delhi,1965. 24p.

A study to ascertain listeners' opinion of English news bulletins. Listeners were requested to record their comments in a pre-designed proforma. Majority of the listeners considered the news coverage to be fairly exhaustive and current, language simple and easy to follow, and the presentation agreeable. News readers liked most in order of preference were Sushil Javeri, Surjit Sen and V.M. Chakrapani.

167. **INDIA.** All India Radio
Report on English news bulletins, [n.d.]. 36p.

Purpose of the study is to determine the number of listeners to various bulletins in a few big and small cities, to register their reactions and to analyse the press comments. Language bulletins are found to be more popular, but the English bulletins have maximum national coverage. Interest in English news bulletins correspondingly increases with the level of education. Most of the respondents are found to be regular listeners. Morning bulletin (8 a.m.) seems to be the most listened to, followed by 9.00 p.m. and 6.40 p.m. bulletins. News bulletins receive appreciation from the public, but the press remains critical. The press prefers bulletins to be politically oriented and frequently broadcast.

168. **INDIA.** All India Radio
Report on the panel survey of Bengali news bulletins from Delhi and Calcutta. New Delhi, All India Radio, [n.d.]. 19p.

The study assessed the contents, language and presentation of Bengali news bulletins from Delhi, and the regional bulletins from Calcutta. Questionnaires were mailed to mofussil panel members who were contacted personally. News bulletins were found to be exhaustive of the day's news, their language simple and easy to follow and quality of the voice pleasant. All the bulletins were classed as good

169. **INDIA.** All India Radio, Ahmedabad
AIR Ahmedabad report on the study of impact of programme on national integration (during March, 1970). Ahmedabad, Audience Research Unit, AIR, 1970. 7p.

Survey carried out on 3 March, 1970, using questionnaire technique for data collection. Results revealed that ap-

proximately one-third of the respondents listened to this special programme, the number of men respondents being higher. Percentage of listening was found to increase with the increase in age and education. Although most of the listeners had listened to the programme by chance, it was appreciated by most.

INDIA. All India Radio, Ahmedabad
On the spot study of listening to university broadcast at Ahmedabad see 677.

170. **INDIA.** All India Radio, Ahmedabad
Report on listening trends in Bhuj (Gujarat). Ahmedabad, Listeners' Research Unit, AIR, [n.d.]. 11p.

Radio listening was found to be a favourite pastime. Among regional stations, Rajkot Radio was tuned in by most but Ahmedabad-Baroda and Vividh Bharati were also popular. Programmes in demand were light music, news in Gujarati and women's programmes. Among foreign stations Radio Ceylon was preferred followed by Radio Pakistan and BBC (English service).

INDIA. All India Radio, Ahmedabad
A report on readership survey on Nabhovani, June, 1973 see 150.

171. **INDIA.** All India Radio, Ahmedabad
Report on the mail survey on the listeners' reaction to the series "State of our economy" in Gujarati, (September-November, 1966). Ahmedabad, Listeners' Research Unit, AIR, 1966. 30p.

Information was collected with the help of questionnaires. Findings indicated that the respondents came to know about these broadcasts either from news bulletins or from radio announcements. Most of them listened to these programmes. The language was found easy to follow and the speed of the talks considered normal. Majority of the listeners expressed their desire to listen to the discussions on the subjects, both at academic and political levels. Participants were liked and the discussions found interesting.

172. **INDIA.** All India Radio, Ahmedabad
A report on the sample survey on listening to radio undertaken in the service area of AIR. Ahmedabad, Audience Research Unit, AIR, 1973. 96p.

The objective of the study is to assess the extent of listening to AIR, Ahmedabad-Baroda and Vividh Bharati, Ahmedabad. Findings of the survey carried out from December 1972 to April 1973, using interview technique for data collection reveal that the average listening rate of Vividh Bharati is higher than that of All India Radio.

173. **INDIA.** All India Radio, Ahmedabad
Report on the survey of listening in Bhuj (Kutch) March,

1965. Ahmedabad, Listenars' Research Unit, AIR, 1965. 48p.

Objective of the survey is to estimate the quantum of listening and to record listeners' reactions to the programmes. Findings of the survey conducted for three days, Saturday, Sunday and Wednesday, using interview techniques for data collection, show that a vast majority of respondents tune in the radio on an average day, number of men being equal to the number of women. Listening is more common among young listeners and those coming into the category of professionals. Most popular stations are Vividh Bharati followed by AIR, Rajkot and AIR, Ahmedabad.

174. **INDIA.** All India Radio, Ahmedabad
Report on the survey of listening to the industrial broadcast of All India Radio: Ahmedabad (October-January 1964-65). Ahmedabad, AIR, 1965. 55p.

Objective of the study was to find the change, if any, in the extent of listening in Ahmedabad since the previous study (1958). Interview technique was used for data collection. Results revealed that only half of the total number of mills had working radio sets. All the labour welfare centres had sets maintained and tuned by the person-in-charge of the centre. Industrial forum centres lacked regular organised listening.

175. **INDIA.** All India Radio, Ahmedabad
Role of AIR, Ahmedabad during disturbances, December, 1969. Ahmedabad, Audience Research Unit, AIR, 1969. 10p.

This study examines listeners' views on the adequacy, objectivity and credibility of news and other programmes broadcast during this period. Findings show that the majority of the respondents consider the radio as an authentic and objective source of information, listening to the news being almost hundred per cent. Approximately two-thirds of the respondents particularly the Hindus find the frequency and regional news coverage adequate.

176. **INDIA.** All India Radio, Ahmedabad-Baroda
Report on the sample survey on Hindi lessons undertaken in Ahmedabad city, August, 1972. Ahmedabad, Audience Research Unit, AIR, 1972. 13p.

The survey was carried out to assess the extent of awareness and listening and opinion of listeners on the usefulness of Hindi lessons. Questionnaire method was used for data collection. Findings revealed that nearly half of the radio listeners in Ahmedabad city were aware of the Hindi lessons broadcast. A large majority of the listeners were male professionals, white collar workers and students. The lessons were rated very useful by most of the respondents.

177. **INDIA.** All India Radio, Ahmedabad-Baroda
Report on the sample survey on listening to radio undertaken in Ahmedabad city, August 1971. Ahmedabad, Audience Research Unit, AIR, 1973. 21p.

Objective of the study is to find the extent of listening to regional stations of AIR, Ahmedabad and Vividh Bharati. Results of the survey carried out on 29 and 31 August, 1971 reveal that a large majority of the respondents tune in their radio sets daily. Vividh Bharati and Ahmedabad-Baroda are the most popular stations of AIR in Ahmedabad city. Among foreign stations, Radio Ceylon, followed by BBC are listened to most. Popular programmes are film music, sound track of films, short plays and features.

178. **INDIA.** All India Radio, Ahmedabad-Baroda
Report on the sample survey on listening to radio undertaken in Ahmedabad city, August, 1972. Ahmedabad, Audience Research Unit, AIR, 1973. 21p.

This study assessed the extent of listening to regional stations of AIR foreign broadcasting organisations and programmes broadcast by AIR, Ahmedabad and Vividh Bharati. Survey was carried out on 15-16 August, 1972, using interview technique for data collection. Findings indicated that a high majority of the respondents tuned in their radio sets daily. Vividh Bharati and AIR, Ahmedabad were the most popular stations in Ahmedabad. Among foreign stations, Radio Ceylon was highly listened to, followed by BBC and Radio Pakistan. 'Jaymala', 'Manoranjan' and 'Jay Bharati' news bulletins (in Hindi), 'Prabhat Mangle' of AIR, Ahmedabad, were the most popular programmes.

179. **INDIA.** All India Radio, Ahmedabad-Baroda
Report on the sample survey on special programmes broadcast on the eve of the 25th anniversary of independence undertaken in Ahmedabad city, August, 1972. Ahmedabad, Audience Research Unit, AIR, 1972. 27p.

The survey was conducted on 13-15 August, 1972 using interview technique for data collection. Results showed that quite a large number of the respondents were aware of the different programmes. Running commentary in Hindi and flag hoisting claimed the maximum listening followed by the message of the chief minister and patriotic songs. All the programmes impressed the listeners and were rated as 'very good' and 'good'.

180. **INDIA.** All India Radio, Allahabad
Non-response bias in Indian classical music mail survey. Allahabad, Listeners' Research Unit, AIR. 32p.

A study to examine the variations in the results of a mail survey in comparison with the results obtained from the non-responding samples of the same survey. Information was collected through mail and personal interviews. Results reveal that majority of the respondents listen to

classical music. Difference in the results records a slight variation. In both the cases, exactly the same percentage of listeners are found to have listened almost regularly but percentages in 'occasional' and 'seldom listening' vary slightly, showing a negligible bias. Bias is also observed in the preference for classical music, items included in it and desirable duration.

181. **INDIA.** All India Radio, Allahabad
Survey on Indian classical music, Allahabad, Listeners' Research Unit, AIR, [n.d.]. 18+8p.

A study to determine the preferred duration of Indian classical music broadcasts. Listeners' opinions were collected through postal questionnaires. Approximately one-third of the respondents were found to be regular listeners while half of them were occasional listeners. Classical music seemed to attract a greater number of listeners than light music. Preferable duration of the broadcast expressed by most was fifteen minutes.

182. **INDIA.** All India Radio, Allahabad
Women's programmes of AIR Allahabad: a mail survey report (June 1950-July 1960). Allahabad, Listeners' Research Unit, AIR, 1960. 25p.

The aim of the study was to find the suitability of timing, duration and theme of the broadcast. Information was collected by sending the questionnaire by mail. Results revealed that majority of the respondents listened to these broadcasts. Only one-fourth of the total number listened to the programmes regularly, while most of them listened occasionally. Majority of them suggested noon as the most convenient time.

183. **INDIA.** All India Radio, Bangalore
Listening to emergency programmes, Bangalore (1963). Bangalore, Audience Research Unit, AIR, 1963. 38p.

The objective of the study was to assess the popularity and trends in listening to emergency programmes relayed from Delhi. Survey was carried out in April 1963, using interview technique for data collection. Results revealed that majority of the listeners listened to the radio broadcasts on the emergency both in Dharwar and Bangalore. Popular programmes were English news bulletin, 'Topic for today' and 'Matters of moment'. Among foreign radio stations the gradation of listening was BBC, VOA, Radio Pakistan and Radio Ceylon.

184. **INDIA.** All India Radio, Bangalore
A report on a survey of listening conducted in Bangalore and Shimoga in August-September 1971. Bangalore, Audience Research Unit, AIR, 1973. 27p.

A study to assess the extent of listening to some foreign radio stations and various programmes broadcast from Bangalore station and Vividh Bharati. Interview technique

was used for data collection. It was found that a vast majority of respondents tuned in the radio to both the places. Vividh Bharati was more popular in Bangalore while AIR, Bangalore programmes were popular in Shimoga. Popular programmes included morning Kannada news bulletin and Kannada film songs. Special audience programmes had high incidence of listening in Shimago. Among foreign stations, preference was for Radio Ceylon, BBC and Radio Pakistan.

185. **INDIA.** All India Radio, Bangalore
A report on a survey of listening conducted in Bangalore in August 1972. Bangalore, Audience Research Unit, 1972. 13p.

The survey conducted on 13-15 August, 1972 assessed the extent of listening to special programmes including commercial service and other foreign stations. Findings indicated that majority of the respondents listened to the radio. Maximum listening was for Kannada news bulletins followed by English and Hindi news bulletins. Of the various programmes in commercial service 'Brindavanna' (film songs) recorded maximum listening followed by 'Manchahe geet' and 'Jaymala'. Among the foreign stations Radio Ceylon, BBC and VOA were popular. Madras and Hyderabad stations were the most frequently listened to among Indian stations.

186. **INDIA.** All India Radio, Bangalore
A report on a survey of listening in Bangalore to the running commentary on the third cricket test match between India and England played in January 1973. Bangalore, Audience Research Unit, AIR, 1973. 7p.

Results of a field survey showing the extent of awareness, listening and reactions of the listeners. Findings indicated that almost all the respondents were aware of the relay and majority of them listened to it. All the respondents had a positive attitude towards the commentators' way of presentation, coverage, description of the field setting and score information. Awareness and listening were found to be comparatively high among younger, educated and male respondents.

INDIA. All India Radio, Bangalore
A report on a survey on family planning conducted in Bangalore slums and a village in March 1971 see 781.

187. **INDIA.** All India Radio, Bangalore
Report on a survey on special programmes broadcast during the 25th anniversary of independence August 1972. Bangalore, Audience Research Unit, AIR, 1972. 9p.

The survey was conducted in Bangalore on 14-16 August, 1972. Findings indicated that among the programmes the running commentary on the flag hoisting ceremony at Red Fort, Delhi, recorded maximum listening, followed by sitar

recital by Ravi Shankar, current affairs and special orchestral compositions. A programme of Kannada film songs followed by patriotic songs, children's programme and 'feature' recorded maximum listening.

188. **INDIA.** All India Radio, Bangalore
A report on a survey on 'Tarunavani' conducted in Dharwar and Bangalkot in January 1972. Bangalore, Audience Research Unit, AIR, 1972. 18p.

The survey was conducted in Dharwar and Bangalkot to measure the extent of awareness and listening to 'Tarunavani' (a youth programme). Interview technique was used for data collection. Findings indicated that listening and awareness about the programme were quite high. Awareness and education had a positive correlation while sex did not influence the level of awareness. Among the various programmes broadcast, plays and feature were found to be the most popular.

189. **INDIA.** All India Radio, Bangalore
A report on a survey on the role of AIR during the Indo-Pakistan hostilities and the emergency conducted in Bangalore and Tiptur in January, 1972. Bangalore, Audience Research Unit, AIR, 1973. 25p.

The objective of the survey was to find the extent of awareness and preference for various programmes. Findings showed that majority of the respondents were aware of the changes introduced in the programmes. News bulletins became more popular during this period. Most of the listeners thought the news broadcast were prompt and clear. Among foreign radio stations, Radio Ceylon was most listened to, followed by BBC and VOA. Majority of the respondents rated AIR services as excellent or satisfactory.

190. **INDIA.** All India Radio, Bangalore
A report on the survey on election bulletins conducted in Bangalore and Hoskote in March 1971. Bangalore, Listeners' Research Unit, AIR, 1971. 23p.

Data for the study were collected by interviewing the respondents. Findings revealed that almost all the respondents had listened to the radio on the day preceding the survey and a large majority at both the places were aware of the election bulletins being broadcast. The morning bulletin in English followed by Kannada attracted maximum listeners. Listening for Hindi bulletins was quite poor. Majority of the respondents rated radio as the first source of information for obtaining the results of their own constituency.

191. **INDIA.** All India Radio, Bangalore
A report on the survey on programmes designed to promote small scale industries. Bangalore, Listeners' Research Unit, AIR, 1971. 17p.

This study evaluates the impact of small scale industries promotion programmes broadcast by AIR, Bangalore. Results of the survey carried out in March-August, 1971, using interview and questionnaire techniques for data collection show that majority of the respondents listen to broadcasts regularly and recollect some of these programmes, which they find useful.

192. **INDIA.** All India Radio, Bangalore
A report on the survey on youth programmes conducted in Bangalore and Srirangapatna in February-March, 1971. Bangalore, Audience Research Unit, AIR, 1972. 23p.

This study examined the extent of awareness of youth programmes and the programmes liked by the youth. Questionnaire and interview techniques were used for data collection. Findings revealed that a high majority of respondents were aware of the programmes, but the listening was mostly occasional. Liking for various programmes varied with age, profession and hobby. Overall reaction was found to be quite encouraging and the programmes were rated very good or good by the respondents. Programmes generally liked were news and film music.

193. **INDIA.** All India Radio, Bangalore
Survey on national integration at Bangalore during 1970. Bangalore, Listeners' Research Unit, AIR, 1970. 6p.

The survey evaluated the effectiveness of various national integration programmes broadcast by AIR, Bangalore. It was conducted on 28 March, 1970 in Bangalore using questionnaire method for data collection. Findings revealed that most of the respondents listened to the programme relayed one day before the survey but very few of them could explain the real purpose of the programme. Only children and youth programmes were liked. Extent of listening to general talks and features was greater among elders and educated respondents.

INDIA. All India Radio, Baroda
Report on the 'Radio Rural Forums in Gujarat' part I see 782.

194. **INDIA.** All India Radio, Bhopal
Report of the listening survey on Marathi lessons broadcast from All India Radio, Bhopal. Bhopal, Audience Research Unit, AIR, 1972. 6p.

The survey was carried out on 14 and 17 August 1972, using interview technique for data collection. Findings revealed that only half the number of respondents were aware of the Marathi lessons broadcast. Listening rate was found to be higher among females. Most of the listeners found the lessons useful.

195. **INDIA.** All India Radio, Bhopal
Report of the listening survey on the special programmes broadcast from All India Radio-Bhopal during the 25th

anniversary of Indian independence. Bhopal, Audience Research Unit, AIR, [1972]. 35p.

The survey conducted on 10, 13 and 16 August, 1972 seeks to find out the listening patterns of the radio households in Bhopal. Findings indicate the extensive listening to AIR, Bhopal during the above three days and provide information on the listening pattern of other radio programmes by the respondents.

196. **INDIA.** All India Radio, Bhopal
Report of the survey on youth programme (a comparative study of Bhopal city and Raisen Town). Bhopal, Audience Research Unit, AIR, 1971. 32p.

The objective of the study is to assess the extent of awareness and listening to the 'Yuvak Sangam' a youth programme and the programme preferences of youth. Survey was carried out on 27-28 February, 1971 by using questionnaire and interview techniques for data collection. Findings indicated that majority of the respondents listened to AIR, Bhopal either daily, frequently or occasionally. Awareness for the youth programmes was comparatively higher in Bhopal. Programmes liked most included film music, orchestra, sports and news reviews. Listening rate was higher on a week day. Overall reaction to these programmes was more favourable in Raisen.

197. **INDIA.** All India Radio, Bhopal
A survey report on study of listening to 'Shram Goshthi', programme for industrial workers. Bhopal, Listeners' Research Unit, AIR, [n.d.]. 6p.

A study to determine the reaction of the listeners to the industrial programme. For data collection the investigator visited labour welfare centres, factories and interviewed both the workers and managers. Results indicated that inspite of limited organised listening the programme was gaining popularity. The timing of the programme did not fit in with the recess hours in different factories. Programmes in the form of dialogues and features were preferred most by the listeners.

198. **INDIA.** All India Radio, Bombay
English talks panel: book reviews. Bombay, Audience Research Unit, AIR, [n.d.]. 24p.

The study aims to assess the extent of listening and popularity of talks. Information was collected through a questionnaire. Findings indicate that most of the listeners tune in only to those talks that have been announced previously in the 'Indian Listener', newspapers or over the radio. Speeches, lectures and talks on session subjects that are presented in an interesting form are liked by the listeners.

199. **INDIA.** All India Radio, Bombay
One week listening survey March 3, 1970 to March 7,

1970. Bombay, Listeners' Research Unit, AIR, 1970. 24p.

The objective of the survey is to assess the extent of listening to the programmes broadcast by AIR, Bombay and Vividh Bharati. Findings show that Vividh Bharati records a higher percentage of listening than Bombay station. News bulletins in English, Hindi, Gujrati and 'Mangal Prabhat' (devotional song) are the most popular programmes of Bombay. The popular programmes of Vividh Bharati are 'Manchahe Geet', 'Jaymala', 'Manoranjan', 'Hawa Mahal'.

200. **INDIA.** All India Radio, Bombay
Panel survey reports: light music (1959-1960). Bombay, Listeners' Research Unit, AIR, 1960. 24p.

The reactions of the respondents concerning various light music programmes broadcast during 1959-60, are recorded and an appreciation index calculated.

201. **INDIA.** All India Radio, Bombay
Report of national integration, Bombay, February 1969. Bombay, Listeners' Research Unit, AIR, 1969. 14p.

The report deals with the findings of the survey on listening to various programmes broadcast by AIR to promote national integration. Survey was conducted in Bombay in February 1969, using interview technique for data collection. Results show that the listening rate is slightly higher for females, younger age group and those having average education. Most of the respondents liked the programme.

202. **INDIA.** All India Radio, Bombay
A report on a field survey of listening at Nagpur, December 1970. Bombay, Listeners' Research Unit, AIR, 1970. 28p.

This survey was conducted on 16 and 18 December, 1970 to assess the extent of radio listening and awareness particularly for the broadcast, "Today in parliament" and 'Radio news reel'. Data were collected with the help of a structured questionnaire schedule. Findings indicated that awareness about the second programme was comparatively higher. The exact extent of listening was not indicated but respondents (fifty per cent) did not want the programmes to be discontinued. Among other stations, maximum listening was recorded for 'Vividh Bharati' followed by AIR, Nagpur; Radio Ceylon; AIR; Bombay, BBC and Radio Pakistan.

203. **INDIA.** All India Radio, Bombay
A report on a survey at Allahabad, November 1970. Bombay, Central Sales Unit, Commercial Services, AIR, 1971. 32p.

A study to assess the extent of listening to radio programmes broadcast by the local station in Allahabad, Vividh

Bharati from Delhi and Radio Ceylon. It also studies programme preferences of the respondents. The survey was conducted in Allahabad (U.P.) on 28 and 30 November, 1970. The samples were selected through linear system and the interview technique used for data collection. Findings indicated that the respondents listened more to the Vividh Bharati programmes broadcast from Delhi than the local programmes. The Vividh Bharati programme was preferred to the programme broadcast by Radio Ceylon.

204. **INDIA.** All India Radio, Bombay
A report on a survey at Bangalore, March 1970. Bombay, Audience Research Unit, AIR, 1971. 31p.

The survey seeks to find out the listening habits of respondents in Bangalore. It includes information on the preferences of the respondents in respect of AIR programmes from Bangalore, Madras, Hyderabad, and Vividh Bharati programmes, including programmes broadcast by Radio Ceylon.

205. **INDIA.** All India Radio, Bombay
A report on a survey at Chandigarh, September 1970. Bombay, Central Sales Unit, Commercial Service, AIR, 1971. 24p.

This survey assessed the extent of listening to the programmes of Vividh Bharati, AIR, Jullundur — Chandigarh and Radio Ceylon including programme preferences of the audience. It used questionnaire method for data collection. Findings indicated that, 'Manchahe Geet', 'Jaymala', 'Manoranjan' were the popular programmes of Vividh Bharati. Film music followed by Punjabi Geet, news in Hindi, patriotic programme were the popular programmes of Radio Jullundur. Programmes broadcast by Radio Ceylon recording maximum listening were 'Purani Filmon Ke Geet' and 'Aap Hi Ki Pasand Ke Geet'. Listening on Saturdays was generally found to be higher than on Sundays.

206. **INDIA.** All India Radio, Bombay
A report on a survey at Dharwar, October 1970. Bombay, Central Sales Unit, Commercial Service, AIR, 1971. 28p.

A survey conducted to estimate the listenership of AIR, Dharwar, Vividh Bharati and Radio Ceylon for different programmes. It used a pre-coded questionnaire for data collection. Findings indicated that almost all the respondents listened to the local station, Vividh Bharati and Radio Ceylon. In Vividh Bharati, the programme 'Manoranjan' recorded maximum listening followed by 'Brindban' and 'Jaymala'.

207. **INDIA.** All India Radio, Bombay
Report on a survey at Madras, March 1970. Bombay, Central Sales Unit, AIR, 1971. 28p.

Report gives detailed information regarding the extent of listening to programmes broadcast on different channels

of AIR, Madras; Vividh Bharati and other foreign stations. Mentions factors affecting listenership and lists radio stations in order of listeners' preferences.

208. **INDIA.** All India Radio, Bombay
A report on a survey at Rajkot, November 1970, Bombay. Bombay, Commercial Sales Unit, AIR, 1970. 20p.

A survey to assess the extent of listening to AIR, Rajkot; Vividh Bharati and Radio Ceylon. Findings indicate the preferences of the respondents in respect of the radio stations, and list popular programmes broadcast by them.

209. **INDIA.** All India Radio, Bombay
A report on a survey of 'Sanskrit Lesson Programmes' at Bombay, August 1972. Bombay, Audience Research Unit, 1972. 5p.

This study measured the extent of awareness, listening and usefulness of Sanskrit lesson broadcasts. Survey was carried out on 16-18 August, using questionnaire method for data collection. Results revealed that majority of the respondents were not aware of these broadcasts. The number of males was found to be higher among the listeners. Approximately half of the listeners listened to the programme and most considered them useful.

210. **INDIA.** All India Radio, Bombay
A report on a survey of sponsored programmes at Bombay, March, 1972. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 70p.

The survey seeks to find out the extent of awareness, listening and opinion of the listeners on the presentation of sponsored programmes. In addition, the size of the audience of all the programmes of commercial service is estimated. Findings indicate that majority of the respondents listen to the radio regularly.

211. **INDIA.** All India Radio, Bombay
A report on a survey of sponsored programmes at Delhi, February, 1972. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 34p.

The report deals with the second stage of a survey on sponsored programmes. Findings of the survey indicated that out of the thirteen programmes, majority of the respondents were aware of only five. The programmes liked most included 'B.K. Antakshari', followed by 'Coca Cola', and 'Khazana'. In Delhi the commercial services recorded maximum listening.

212. **INDIA.** All India Radio, Bombay
A report on a survey of sponsored programmes at Jullundur, March, 1972. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 54p.

The survey seeks to find out the extent of awareness, listening and opinion of the respondents on the present-

ation of sponsored programmes. Results show that majority of the respondents are aware of these programmes.

213. **INDIA.** All India Radio, Bombay
A report on a survey of sponsored programmes at Madras, February, 1972. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 34p.

The survey examines the extent of awareness and listening to sponsored programmes and listeners opinions about it. Findings indicate that majority of the respondents listen to Radio Madras on Sunday. Among the daily programmes of the commercial service, 'Thenkinnam' followed by 'Ungal Virupan', 'Thirai Amudam' are the most popular. Findings also discuss the popularity of the two sponsored programmes on Coca Cola and Horlicks.

214. **INDIA.** All India Radio, Bombay
A report on a survey of sponsored programmes in Rajkot. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 51p.

The field survey was carried out in Rajkot in March, 1972, where 576 respondents constituted the sample. Findings indicated that the incidence of listening of sponsored and general programme was very high among the respondents. Programmes of four stations viz. Vividh Bharati; AIR, Rajkot; Radio Ceylon; and Urdu Service were listened to by most.

215. **INDIA.** All India Radio, Bombay
A report on a survey of the Indo-Pakistan hostilities and emergency programmes at Bombay. [Bombay] Audience Research Unit, AIR, 1972. 49p.

A study to ascertain the extent of listening and the role played by AIR, Bombay during the Indo-Pakistan hostilities. Survey was carried out from 16-19 January, 1972 at Bombay and on 23 and 24 January, 1972 at Igatpuri, using interview technique for data collection. Results revealed that a large majority listened to AIR, Bombay, regularly. Half of the respondents rated the special programmes highly satisfactory and considered the news coverage to be prompt. Among foreign radio stations, BBC, Radio Ceylon (Hindi service) and Radio Pakistan were listened to in the same order of preference.

216. **INDIA.** All India Radio, Bombay
A report on a survey of the 25th anniversary of independence programmes at Bombay, August 1972. Bombay, Audience Research Unit, AIR, 1972. 13p.

A three day survey was conducted to assess listeners' awareness, quantum of listening and reaction to the special programmes by using interview technique for data collection. Findings indicated that majority of the respondents listened to the radio. Highest listening was claimed by the running commentary and the Prime Minister's speech followed by a message delivered by the Chief Minister.

217. **INDIA.** All India Radio, Bombay
A report on Olympic hockey semi-final and final commentary survey at Bombay, September, 1972. Bombay, Audience Research Unit, AIR, 1972. 35p.

The survey conducted on 9 and 11 September, 1972, used interview technique for data collection. Findings revealed that majority of the respondents were aware of the various programmes on the Olympic games. A large majority of the respondents reported radio as the first source of their information. English commentary was preferred to Hindi. Though very few respondents listened to the foreign stations, those who had heard both preferred AIR coverage. Majority of the respondents rated the reception quality as good.

218. **INDIA.** All India Radio, Bombay
Report on panel survey on English news bulletins. Bombay, Listeners' Research Unit, AIR, [n.d.]. 16p.

A survey designed to ascertain listeners' reactions to English news bulletins broadcast from Delhi at six different times during the day. Report gives detailed information about the respondents, their opinion of the bulletins and their preferences.

INDIA. All India Radio, Bombay
A report on survey of family planning, Calcutta see **500.**

219. **INDIA.** All India Radio, Bombay
Report on survey of listening, Ahmedabad, Poona and Dharwar, Part II: Sample details and statistical tables. Bombay, Listeners' Research Unit, AIR. 38p.

A study to determine the extent of listening to Hindi and other programmes. Report presents the results in tabular form.

220. **INDIA.** All India Radio, Bombay
Report on the mail survey of Marathi plays and features of AIR, Bombay (1960-61). New Delhi, Listeners' Research Unit, AIR, 1961. 14+2p.

A study to assess listeners' reactions to Marathi plays and features broadcast by AIR, Bombay. Findings reveal that the programme is popular among listeners. Men and women ratio is found proportionate while age does not seem to make any difference in the regularity of listening. It is suggested that the timing for such programmes should be fixed between 8.30 a.m. and 13.30 p.m. on Sundays.

221. **INDIA.** All India Radio, Bombay
Report on the popularity rating for Hindustani classical music artists. Part I. Bombay, Listeners' Research Unit, AIR. 30p.

The survey was conducted to assess the respondents' degree of preference for various classical music artists. Questionnaire technique was used for data collection. A four point answer scale viz., 'outstanding', 'very good', 'good', and 'fair' was provided in the questionnaire to be filled in by the respondents in order of preference. Almost all the participating artists were rated 'very good'. Rating however, differed according to the listeners' interest and knowledge of classical music.

222. **INDIA.** All India Radio, Bombay
Report on the popularity rating for Hindustani classical music artists. Part III. Bombay, Listeners' Research Unit, AIR. 34p.

Gives statistical data about the popularity and degree of recall in respect of various artists and programmes.

223. **INDIA.** All India Radio, Bombay
Report on the sample survey of listening to radio at Shrirampur conducted in February, 1972. Bombay, Audience Research Unit, AIR, 1972. 30p.

Report of a survey conducted on 13-14 February, 1972, using interview technique for data collection. Findings reveal that the listening rate is highest for AIR, Poona, followed by Vividh Bharati and AIR, Bombay. Programmes liked most, in order of preference are, Marathi central news bulletin, Hindi news bulletin and 'Chitrapat Sangeet'. In Vividh Bharati programmes preference is for 'Jaymala', and 'Manoranjan'. Listening is found to be slightly higher during the week ends.

224. **INDIA.** All India Radio, Bombay
A report on the sample survey on listening to radio conducted in Bombay city in September, 1971. Bombay, Audience Research Unit, AIR, 1971. 42p.

A study to ascertain listeners' reactions to various programmes broadcast by AIR, Bombay and other foreign broadcasting organisations. Survey was conducted on 13 and 15 September, 1971, using interview technique for data collection. Results reveal that the listening rate is quite high. Listening to Vividh Bharati is found to be higher than AIR, Bombay. Among foreign radio stations, Radio Ceylon is the most popular, followed by BBC, and Radio Pakistan.

225. **INDIA.** All India Radio, Bombay
A report on the sample survey on radio listening at Nagpur conducted in February, 1972. Bombay, Audience Research Unit, AIR, 1972. 33p.

A three day survey conducted to determine the listening habits of respondents, with special reference to programmes broadcast by AIR, Nagpur and Vividh Bharati. Interview technique was used for data collection. Listening rate in general was found to be quite high. Among the AIR,

Nagpur programmes, listening to morning Hindi news bulletin was the highest followed by devotional songs, morning Marathi and English news bulletins. Other programmes liked included film music, plays and children's programmes. Out of Vividh Bharati programmes, the most popular was 'Hawa Mahal' followed by 'Manchahe Geet', 'Jaymala' and 'Inspector Eagle'. Among the sponsored programmes, 'Coca Cola Geet', 'Navneet', 'Modi Sangeet Khajana' were liked most.

226. **INDIA.** All India Radio, Bombay
Report on the sample survey on radio listening undertaken in Sangli town in September, 1971. Bombay, Audience Research Unit, AIR, 1971. 34p.

The objective of the study is to ascertain the extent of listening and listeners' views on the programmes broadcast by AIR, Sangli; Vividh Bharati and certain foreign stations. Interview technique was used for data collection. Findings reveal that AIR, Sangli is more popular than Vividh Bharati. Programmes liked most included music followed by Marathi and Hindi news. Programme preferences from Vividh Bharati include 'Jaymala' followed by 'Manoranjan', and 'Manchahe Geet'. Among foreign radio stations, Radio Ceylon and BBC record maximum listening.

227. **INDIA.** All India Radio, Bombay
Report on the survey of listening to emergency programmes in Bombay city and Sangli — 1963. Bombay, Listeners' Research Unit, AIR, 1963. 23p.

The study seeks to ascertain the nature and extent of listening to some of the programmes broadcast during the emergency, including the English news bulletins. Investigators adopted house to house survey method for data collection. Findings indicate that a vast majority of the respondents listen to the bulletins regularly. The incidence of listening is found to be more among women and educated respondents.

228. **INDIA.** All India Radio, Bombay
A report on the survey of Marathi news bulletins. Bombay, Listeners' Research Unit, AIR, 1963. 35p.

This study determines the extent of minimisation of regional differences in spoken Marathi in Maharashtra State and understanding of the Marathi news bulletins broadcast from Delhi and Bombay stations of AIR. 'Five panel members' reports, written just after listening to the news bulletins, are analysed. Findings also indicate the satisfactory reception of the news bulletins.

229. **INDIA.** All India Radio, Bombay
Report on Vandana at Bombay on March, 1970. Bombay, Listeners' Research Unit, 1970. 11p.

The survey was conducted on 24 March, 1970 to find out the reactions of listeners for 'Vandana' (devotional

songs) programme using interview technique for data collection. Findings reveal that majority of the respondents listen to the programme daily. The incidence of listening is found to be more among the young and educated people. The respondents find the contents of the programme satisfactory.

230. INDIA. All India Radio, Bombay
Survey of listening [to] commercial service, Bombay, January 1969. Bombay, Commercial Service of AIR, 1969. 16p.

A study to analyse the extent of listening and formulate a profile of the Bombay radio listeners with particular reference to the Vividh Bharati Commercial channel. The study used the questionnaire method for data collection. Results indicate that the extent of listening varies with timing. Programmes liked most include 'Manoranjan' followed by 'Manchahe Geet', 'Jaymala' and 'Noopur'. Findings also indicate that the respondents understand the Hindi language and are fond of western music.

231. INDIA. All India Radio, Bombay
Survey of talks in Gujarati broadcast from All India Radio Ahmedabad, Baroda. Bombay, Listeners' Research Unit, AIR, [n.d.]. 15p.

Data for the survey were collected by mailing a questionnaire. Findings indicate that the time of the broadcast and duration of the programme are suitable to most of the listeners. The language of the talks is simple and clear.

232. INDIA. All India Radio, Calcutta
Report of a sample survey of listening undertaken in Calcutta and Krishnagar in August-September, 1971. Calcutta, Audience Research Unit, AIR, 1971. 33p.

The survey seeks to measure the extent of listening to different channels of AIR and to examine the listening pattern for other stations, both Indian and foreign. Findings show high listening in Calcutta and Krishnagar. Listening for Vividh Bharati is found to be quite high. Radio Bangla Desh is the only foreign station that attracts listeners.

233. INDIA. All India Radio, Calcutta
Report of a survey on 'Yuva Vani' December, 1971. Calcutta, Audience Research Unit, AIR, 1971. 10p.

The survey reveals that about ninety-two per cent of the youth respondents listen to youth programmes out of whom three-fourth listen regularly while one-fourth listen occasionally. Maximum listening is recorded for film songs followed by 'Rabindra Sangeet', 'Adhunik' and plays. About fifty per cent listen to western music.

234. INDIA. All India Radio, Calcutta
A report of the on-the-spot study of the industrial

broadcasts of AIR in Calcutta city. Calcutta, Listeners' Research Unit, AIR, 1963. 20p.

The survey was conducted from April-June 1963, by visiting the radio equipped factories personally. It was observed that none of the radio equipped factories tuned in to the industrial broadcasts of AIR, Calcutta. Listening arrangements were not uniform. Only one-sixth of the total number of factories had suitable listening facilities. The timing of the broadcast clashed with the working hours. Most of the employers showed ignorance about the loan scheme for the purchase of a radio. Interviews revealed that the best solution to promote listening to industrial broadcast was to open more industrial forums.

235. **INDIA.** All India Radio, Calcutta
Report on a survey on Olympic hockey semi-final/final match commentary, September, 1972. Calcutta, Audience Research Unit, AIR, 1972. 10p.

The survey was carried out on 8 and 10 September, 1972 to assess the extent of listening and audience reactions on the AIR coverage of the match. Findings indicated that awareness of the commentary was significantly high. Newspapers were considered to be the main source of information. Listening was more for the semi-final than for the final match. The English commentary attracted a larger audience.

236. **INDIA.** All India Radio, Calcutta
Report on a survey on special broadcast during 25th anniversary of independence August, 1972. Calcutta, Audience Research Unit, AIR, 1972. 6p.

The survey seeks to measure the size of the audience and reactions to special programmes. Findings revealed that listening and awareness were very high during the survey period. Maximum listening was recorded for the running commentary on flag hoisting, Chief Minister's broadcast and musical features. Listening to various radio programmes was found to be quite high.

237. **INDIA.** All India Radio, Calcutta
A report on field survey on election bulletins conducted at Calcutta and Tarakeshwar in March, 1971. Calcutta, Listeners' Research Unit, AIR, 1971. 19p.

The survey was conducted to measure the extent of listening to election bulletins broadcast by AIR, Calcutta. Findings show that almost all the respondents listen to the radio and majority of them are aware of and listen to the election bulletins. About fifty percent of the respondents identify the radio as the first source of information.

238. **INDIA.** All India Radio, Calcutta
A report on field survey on extent of radio listening etc., conducted at Darjeeling in December, 1970. Calcutta, Listeners' Research Unit, AIR, 1970. 15p.

The survey was conducted on 27 and 28 December, 1970 with a view to estimating the audience size. Findings show that three-fourth of the respondents listen to the radio. Incidence of listening is found to be more among females than males. Age and education indicated no significant difference. Maximum listening is recorded for Radio Ceylon followed by Radio Nepal; AIR, Kuensong; Vividh Bharati and AIR, Gauhati.

239. **INDIA.** All India Radio, Calcutta
A report on field survey on extent of radio listening etc., conducted at Kurseong in December, 1970. Calcutta, Listeners' Research Unit, AIR, 1970. 13p.

A report on a two day field survey which was conducted at Kurseong to gauge the extent of listening of three hundred respondents. Findings show that majority of the respondents listen to the radio, women's number being more. Age and education do not affect listening behaviour. Maximum listening is recorded for AIR, Kurseong followed by Radio Ceylon; Radio Nepal; Vividh Bharati and AIR, Gauhati. Among the programmes, news is listened to most followed by film songs, plays, women's programmes and sports.

240. **INDIA.** All India Radio, Calcutta
Report on listening trends in Bongaon (West Bengal). Calcutta, Listeners' Research Unit, AIR, [n.d.]. 12p.

The research report indicates that most of the radio owners are either in business or in service. Maximum listening is recorded on Sundays. News in Bengali, devotional music and the Sunday afternoon Bengali play are shown marked preference. Vividh Bharati seems quite popular while Radio Ceylon has hardly any listeners.

241. **INDIA.** All India Radio, Calcutta
Report on survey of national integration programmes. Calcutta, Audience Research Unit, AIR, 1970. 8p.

The survey was carried out on 19 February, 1970 at Calcutta to assess the size of the listening audience and popularity of the programmes broadcast by AIR, Calcutta. Results revealed that majority of the respondents listened to the radio on the day the survey was conducted. Out of the fourteen programmes relayed, 'Message in English' attracted the maximum audience. It was found that sex did not play any part in the extent of listening whereas age did. Extent of listening was higher for the younger age group.

242. **INDIA.** All India Radio, Calcutta
Report on the mail survey of Bengali news reel programme of AIR, Calcutta, 1960-1961. Calcutta, Listeners' Research Unit, AIR, 1960. 16p.

A study to determine the extent of listening and listeners' reactions to the programme. Questionnaire method

was used for data collection. Report indicates a high percentage of listening index. It outlines the reasons for non-listening and mentions the time and duration suitable to listeners.

243. **INDIA.** All India Radio, Calcutta
The report on the mail survey of plays/features in Bengali, Calcutta. Calcutta, Listeners' Research Unit, AIR, 1962. 13p.

The survey conducted in 1962, seeks to assess the extent of listening to plays and to study the characteristics of the listeners. Results reveal that majority of the respondents listen to dramas regularly. Most of them prefer plays to be relayed on Sunday at 7.45 p.m. Although satisfaction is expressed with the quality and contents of the plays, social and serious themes are preferred by majority of the respondents.

244. **INDIA.** All India Radio, Calcutta
Report on the mail survey of Vividh Bharati. Calcutta, Listeners' Research Unit, AIR, [n.d.]. 19p.

The study seeks to find out the extent of listening to Vividh Bharati. Only one-third of the respondents are found to be regular listeners. Listening rate is highest for morning transmission, the most popular item being 'Manchahe Geet'. Other programmes liked by the audience are 'Manoranjan', 'Vandanvar', 'Hawa Mahal', 'Pushpavali' and 'Indra Dhanush'. Present transmission hours are suitable for most listeners. It is suggested that the transmission should continue upto 11 p.m.

245. **INDIA.** All India Radio, Calcutta
A report on the survey of listening in industrial areas, Calcutta and Suburbs. Calcutta, Listeners' Research Unit, AIR, [n.d.]. 19p.

Data were collected through postal questionnaires and personal visits. Findings indicate that almost all the factories have one radio set, but half of them are not maintained efficiently and approximately half of the listeners appreciate the programme. The present time of broadcast seems convenient.

246. **INDIA.** All India Radio, Calcutta
The report on the survey of listening to the emergency broadcasts in Calcutta and Burdwan (West Bengal). Calcutta, Listeners' Research Unit, AIR, [n.d.]. 36p.

The aim of the study is to find out the extent of listening and popularity of emergency broadcasts in Calcutta. Questionnaire method was used for data collection. Results reveal that the quantum of listening is found to be higher in Calcutta; women listeners being more than men. Morning English news bulletin records maximum listening. Popular programmes are 'India and the dragon' and 'The image of India'. Among foreign stations Radio Ceylon attracts maximum audience, followed by Radio Pakistan.

247. **INDIA.** All India Radio, Cuttack
A brief report on a field survey conducted at Cuttack on the role of AIR during the Indo-Pakistan hostilities and the emergency. Cuttack, Audience Research Unit, AIR, 1972. 21p.

The survey was carried out on 23-25 January, 1972 by using questionnaire and interview techniques for data collection. Results revealed that the listening rate increased enormously during the emergency period. Majority of the listeners recollected the changes in the programme pattern of AIR and seemed highly satisfied with its services.

248. **INDIA.** All India Radio, Gauhati
Report on a survey on special programmes broadcast during the 25th anniversary of Independence. Gauhati, Audience Research Unit, 1972. 3p.

The survey which was carried out in Gauhati from 12-15 August seeks to study the size and extent of listening and respondents' reactions to the special programmes. interview technique was used for data collection. Findings indicate that dramas and plays record maximum listening followed by the President's broadcast to the nation and running commentary on independence day. Awareness and listening to special programmes is, however, far below expectations. The programmes are regarded as excellent.

249. **INDIA.** All India Radio, Gauhati
Report on listening survey at Cherrapunji, J.K. and J. Hills. Gauhati, Audience Research Unit, AIR, 1971. 9p.

The study estimates the extent and nature of listening to Indian and foreign stations. The survey was conducted in March 1971. It used questionnaire method for data collection. Findings show that a vast majority of the respondents listen to the radio. Listening rate increases with age and education. The most popular Indian station is Gauhati followed by Calcutta. Among foreign stations Radio Ceylon (English) has the highest listening percentage, followed by Radio Ceylon (Hindi); Radio Pakistan, Dacca; Dacca; BBC; Radio Burma and VOA.

250. **INDIA.** All India Radio, Gauhati
Report on listening survey at Cherrapunji, Meghalaya during March, 1971. Gauhati, Listeners' Research Unit, AIR, 1971. 4p.

Aim of the study is to estimate the nature and extent of listening to Indian and foreign stations. Findings show that the listening rate is higher among women in general. Among regular listeners, however, males constitute a higher number. It is found that the incidence of listening increases with age and education. The most popular Indian station is Gauhati, followed by Delhi, Vividh Bharati and Calcutta. Among foreign stations, Radio Ceylon has the highest listening followed by Radio Pakistan, Dacca; BBC; Radio Burma and VOA

251. **INDIA.** All India Radio, Gauhati
Report on listening survey at Tura, Meghalaya during March, 1971. Gauhati, Audience Research Unit, AIR, 1971. 4p.

The study was conducted to estimate the nature and extent of listening to Indian and foreign stations. One hundred radio listeners at Tura were interviewed during March, 1971. Findings indicate that the incidence of listening to radio is more among males than females. Listening seems to increase with age and education. Among Indian stations Gauhati records maximum listening. Radio Pakistan, Dacca; BBC and Radio Ceylon are popular foreign stations.

252. **INDIA.** All India Radio, Gauhati
Report on listening survey to "Hindi lessons" and "Vandana" broadcast from All India Radio. Gauhati, Audience Research Unit, AIR, 1971. 8p.

The study ascertains the extent of listening to these programmes. Survey was carried out on 1-3 February, 1971, making use of the interview technique for data collection. Findings reveal that a vast majority of respondents are aware of these broadcasts. Percentage of awareness does not seem to vary significantly with age or education. A very small percentage of the respondents are found to be regular listeners. Majority of them seem satisfied with the quality, duration and timing of the programme. Hindi and Assamese are the preferred languages for the broadcasts.

253. **INDIA.** All India Radio, Gauhati
Report on panel survey on Olympic hockey semi-finals and finals at Munich. Gauhati, Audience Research Unit, AIR, 1972. 3p.

A survey conducted to estimate the size and extent of listening and reactions of the respondents to the commentaries on the match. Twenty experts and enthusiasts of sports in Gauhati were interviewed. Findings indicated that radio, newspapers and friends were the sources of information. Experts were aware that AIR was relaying running commentaries on both the days of the match and the majority listened to them. Reaction to English commentary was more favourable than Hindi. Listening to All India Radio was found to be high in comparison to BBC, VOA and Radio Moscow.

254. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Aizawa, Mizoram. Gauhati, Audience Research Unit, AIR, 1971. 22p.

The survey which was carried out on 27 and 29 September, 1971 in Gauhati region seeks to estimate the nature and extent of listening to various Indian and foreign radio stations. Interview technique was used for data collection. Findings indicate that majority of the respondents listen

to the radio almost everyday. The highest percentage of listening is recorded for AIR, Gauhati followed by Delhi and Calcutta. Radio Ceylon, Rangoon, Manila followed by BBC, VOA, Radio Pakistan and Radio Bangladesh are the popular foreign stations.

255. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Bomdila, Kameng District, Arunachal Pradesh. Gauhati, Audience Research Unit, AIR, 1972. 23p.

The survey which was carried out on 14 April, 1972, seeks to assess the nature and extent of listening to various Indian and foreign radio stations. It used interview technique for data collection. Findings indicate that majority of the listeners prefer the programmes broadcast by AIR, Gauhati followed by Delhi. Among the foreign stations, Radio Ceylon (Hindi) is liked most, followed by BBC and Radio Nepal.

256. **INDIA.** All India Radio, Gauhati
Report on the sample survay of listening at Imphal, Manipur. Gauhati, Audience Research Unit, AIR, 1972. 37p.

The objective of the study is to determine the listening habits in Imphal. Survey was carried out on 19 and 20 May, 1972, making use of the interview technique for data collection. Results show that majority of the respondents listen to their own radio sets and almost the same number tune in to one or the other stations everyday. Highest listening rate is recorded for Imphal, followed by Gauhati and Vividh Bharati stations. Among foreign stations, Radio Ceylon is the most popular. Most listened programmes are regional news in Manipuri, programmes for troops and film music.

257. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Kohima, Nagaland. Gauhati, Audience Research Unit, AIR, 1972. 35p.

The aim of the study is to find the nature and extent of listening to various Indian and foreign radio stations. Survey was carried out on 26 and 27 May, 1972, using questionnaire and interview techniques for data collection. Results show that most of the respondents listen to their own sets, and tune in to one or the other radio stations. Among the Indian stations, Kohima has the highest rate of listening, followed by Gauhati and Delhi. Among foreign stations Radio Ceylon seems to be the most popular.

258. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Shillong, Khasi Hills, Meghalaya. Gauhati, Audience Research Unit, AIR, 1971. 36p.

The objective of the study is to find the listening habits and attitude of the respondents towards Indian as well as

foreign radio stations. Results show that majority of the listeners listen to their own sets. Indian and foreign stations are equally popular among the listeners. Broadcasting stations in order of preference are Shillong, Gauhati and Delhi. Among foreign radio stations, the preference is for Radio Ceylon, BBC, VOA and Far East Broadcasting Co.

259. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Silchar, Cachar district, Assam. Gauhati, Audience Research Unit, AIR, 1971. 29p.

The survey which was carried out on 19-20 September, 1971 seeks to establish listening habits and extent of listening to various Indian and foreign radio stations. Results indicate that majority of the listeners use their own sets for the purpose, and tune in to a station almost everyday. Among Indian stations, preference is shown for Calcutta followed by Gauhati and Delhi. Among foreign stations, the most popular is Radio Pakistan, Dacca followed by BBC and VOA.

260. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Tuensang, Nagaland. Gauhati, Audience Research Unit, AIR, 1972. 20p.

A survey to assess the listening habits of the respondents. Results show that majority of the listeners listen to their own radio sets. A high percentage of listeners tune in to one or the other radio stations everyday. In case of Indian radio stations preference is shown for Gauhati followed by Dibrugarh. Foreign stations have a slightly higher listening rate, Radio Ceylon and BBC being more popular.

261. **INDIA.** All India Radio, Gauhati
Report on the sample survey of listening at Tura, Garo Hills, Meghalaya. Gauhati, Audience Research Unit, AIR, 1971. 35p.

A study to determine the extent of listening to Indian and foreign radio stations. Results show that majority of the listeners listen to their own radio sets. Among Indian radio stations, Gauhati is the most popular followed by Delhi. Among foreign stations preference is for Radio Ceylon followed by Radio Pakistan, Dacca and BBC.

262. **INDIA.** All India Radio, Gauhati
Report on the survey of listening at Tuensand, Nagaland. Gauhati, Audience Research Unit, AIR, 1972. 13p.

The survey seeks to estimate the nature and extent of listening to various Indian and foreign radio stations in the border towns of North Eastern India. Findings indicate that an overwhelming majority of the respondents listen to the radio; one-fourth of them listening everyday.

263. **INDIA.** All India Radio, Gauhati
The sample survey of listening at Mokokchung, Nagaland. Gauhati Audience Research Unit, AIR, 1972. 30p.

The survey conducted on 31 May, 1972 seeks to determine the nature and extent of listening to various Indian and foreign radio stations in the border towns of North Eastern India. Findings indicate that an overwhelming majority listen to the radio. The audience constitutes mostly of the educated, the youth and women. Among the Indian stations, Gauhati has the highest listening percentage, followed by Dibrugarh and Kohima. Among foreign stations, BBC followed by Radio Bangledesh records maximum listening.

264. **INDIA.** All India Radio, Jaipur
Preliminary report on a survey on special programmes broadcast during the 25th anniversary of independence, August, 1972. Jaipur, Audience Research Unit, AIR, 1972. 10p.

The survey was conducted from 15-16 August, 1972 to assess the extent of listening to the special and other programmes broadcast from Jaipur. Findings indicated that more respondents tuned in to AIR, Jaipur on 15 August, as compared to the other two days. Maximum listening was recorded for the flag hoisting ceremony and the Prime Minister's broadcast to the nation.

265. **INDIA.** All India Radio, Jaipur
Report on listening survey in Jaipur, September, 1971. Jaipur, Audience Research Unit, AIR, 1971. 23p.

The survey which was conducted on 30 August, and 1 September, 1971 seeks to assess the extent of listening to the programmes of AIR, Jaipur; Vividh Bharati and other Indian and foreign radio stations. It used interview method for data collection. Findings reveal that listening to the radio is comparatively high on survey days. The extent of listening is comparatively less among the respondents of older age groups and women. Higher listening is recorded for Vividh Bharati in comparison to AIR, Jaipur. Among foreign stations, Radio Ceylon is the most popular, followed by BBC; Radio Pakistan; VOA and Radio Moscow.

266. **INDIA.** All India Radio, Jaipur
Survey of listening in Kishangarh (a mofussil town). Jaipur, Audience Research Unit, AIR, 1971. 22p.

The survey which was conducted in September, 1971 in Kishangarh town of Ajmer district in Rajasthan, seeks to study the programme preferences of the respondents. It used questionnaire method for data collection. Findings indicate that the incidence of listening is more among males than females and is mostly confined to the younger generation. They also reveal that education has a positive correlation with listening habits.

267. **INDIA.** All India Radio, Jullundur
Farm and home broadcasts. Jullundur, Farm and Home Unit, AIR, 1966. 5p.

Report of the evaluation of different types of farm and home broadcasts from Jullundur. The experiments and experiences gained from the morning and evening service and radio rural forums indicate that the programmes are heard almost as widely in the urban as in the rural areas. Increasing response of the farmers in the form of letters containing questions and suggestions is a pointer to its popularity. Dialogue and discussion forums are preferred.

268. **INDIA.** All India Radio, Jullundur
A field survey of the election bulletins broadcast during mid-term elections. Jullundur, Listeners' Research Unit, AIR, 1971. 42p.

The objective of the study is to assess the extent of listening to the election news bulletins. The survey was carried out on 12-13 March, 1971 using interview technique for data collection. Findings reveal that a large majority of the respondents are aware of and listen to AIR's special news bulletins on elections. The listening rate is found to be higher in Nakodar than in Jullundur. First source of information concerning election results is the regional news bulletin broadcast by AIR.

269. **INDIA.** All India Radio, Jullundur
Gurbani Vichar. Jullundur, Listeners' Research Unit, AIR. [n.d.]. 12p.

The study seeks to find the extent of listening and popularity of the programme in rural areas. Survey was conducted in three villages — Jandu Singha, Garha and Lambra of Jullundur. Results revealed that a vast majority of the respondents listened to the programme at one time or the other. Increase in the duration, use of easier language, frequent broadcast of 'Guru Sikhya' were some of the suggestions for improvement.

INDIA. All India Radio, Jullundur
Gurbani Vichar: an appraisal see 761.

INDIA. All India Radio, Jullundur
A note on reactions of Pakistani listeners to radio broadcasts see 762.

270. **INDIA.** All India Radio, Jullundur
A pilot study of the youth characteristics and their preferences for radio programmes in Punjab. Jullundur, Listeners' Research Unit, AIR, [n.d.]. 33+7p.

A study to identify some notable behavioural characteristics of youth to serve as a guideline for planning radio programmes, and ascertain youths' preferences for the present programmes. Findings indicate that radio listening among the youth is very common as 80% of them listen

either regularly or occasionally. Incidence of listening is more among rural youth. Female respondents are found to be regular listeners. Majority of the youth (58%) prefer film songs followed by Punjabi songs.

271. INDIA. All India Radio, Jullundur
A report of a survey on commentaries on Olympic hockey semi-final and final at Jullundur in September, 1972. Jullundur, Audience Research Unit, AIR, 1972. 4p.

A survey to determine the extent of listening and reactions of the respondents. The questionnaire method was used for data collection. Findings indicated that all the respondents were aware that radio broadcasts, newspapers and friends were sources of information. Almost all the respondents listened to the semi-final and final commentary and found the presentation and coverage of commentary good. Hindi commentary was preferred and rated comparatively higher.

272. INDIA. All India Radio, Jullundur
A report on a general survey of listening to radio programmes at Jullundur (Punjab). Jullundur, Audience Research Unit, AIR, 1973. 28p.

A study to assess the size and extent of listening to various programmes broadcast from Jullundur station as well as from other stations within and outside the country. The survey conducted in Jullundur and Phagwara revealed that an overwhelming majority of the listeners tuned in to Jullundur radio station, the rate of listening being comparatively higher on Sundays. The most popular programme at both the places was 'For the forces' followed by 'Yuva Manch', 'Lok Geet' and 'Punjabi Geet'. Listening to Vividh Bharati was found to be higher than that of AIR, Jullundur.

273. INDIA. All India Radio, Jullundur
A report on a general survey of listening to radio programmes at Phagwara (Puniab). Jullundur, Audience Research Unit, AIR, 1971. 28p.

A study to assess the extent of listening to various broadcasts from AIR, Jullundur and also listeners' programme preferences including preferences for stations within and outside the country. Findings indicated that a large majority listened to Jullundur station of AIR. The most popular programme was 'For the forces', followed by 'Punjabi Geet', 'Yuva Munch' and 'News Bulletins'. Preference for stations after Jullundur included Urdu service of AIR, Delhi, Jammu and Srinagar. Among foreign stations the respondents tuned in to Radio Ceylon, PBS (West Pakistan) and BBC in the same order of preference.

INDIA. All India Radio, Jullundur
A report on Puniab state farmers' seminar on high-yielding varieties of wheat (Wednesday, the 9th October, 1968) see 504.

INDIA. All India Radio, Jullundur
Report on the field survey of 'Gurbani Vichar' and 'Punjabi Darbar', part II see **763.**

274. **INDIA.** All India Radio, Jullundur
Report on the mail survey of Sangeet Sammelan — 1972 relayed by All India Radio, Jullundur. Jullundur, Audience Research Unit, AIR, 1972. 8p.

A mail survey to assess the extent of listening of the relays and listeners' views on the programme. Survey was carried out from 23 September - 18 October, 1972. Findings revealed that a little less than half the respondents listened to these programmes regularly, while the rest of them listened occasionally. Reasons for listening were good performance, variety and performance by top artists.

275. **INDIA.** All India Radio, Jullundur
A report on the panel study of news bulletins (Central and Regional) broadcast by All India Radio, Jullundur. Jullundur, Listeners' Research Unit, AIR, [n.d.]. 4p.

The aim of this study was to find listeners' opinions about various news bulletins. Questionnaires were sent to selected informants. Majority of the respondents were of the opinion that speed of news reading was correct and its coverage adequate. Punjabi news bulletins were considered to be 'too few' while some expressed that the language used was difficult to follow. Response to Hindi and English news bulletins was quite encouraging.

INDIA. All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Rural) see **784.**

INDIA. All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Urban) see **785.**

276. **INDIA.** All India Radio, Jullundur
A survey of national integration programmes broadcast from All India Radio, Jullundur. Jullundur, Listeners' Research Unit, AIR, 1970. 5p.

The survey was conducted to estimate the size of listening audience and to evaluate the utility and impact of the national integration programmes broadcast. Findings indicated that majority of the respondents listened to the radio. Out of the eight national integration programmes, 'feature' was liked most, followed by talks.

277. **INDIA.** All India Radio, Kashmir
Report on the sample mail survey on the programme 'Zoona Dul'. Srinagar, Listeners' Research Unit, Radio Kashmir, 1971. 39p.

This study examined the reactions of the listeners on the suspension of the 'Zoona Dul' programme. The results based on the content analysis of eight-three letters received from the listeners who were sent a questionnaire indicated that the listeners did not like the suspension of "Zoona Dub". Majority of them requested for the revival of the programme.

278. **INDIA.** All India Radio, Lucknow
Listener research report of panel study on regional news bulletins. Lucknow, Listeners' Research Section, AIR, [n.d.]. 6p.

A study to determine listeners' views and reactions to the regional news bulletins. Listeners' comments were invited in a cyclostyled form which was supplied to them. News bulletins were found to include interesting and fresh news items from different parts of the state but were not considered totally impartial. Language used was simple and easy to follow, but some of the respondents suggested that it should be simplified further. Overall presentation was found to be good. In general, news bulletins were considered useful and listeners wanted them to be continued.

279. **INDIA.** All India Radio, Lucknow
Moradabad listening survey 1965: report of the survey. Lucknow, Listeners' Research Section, AIR, 1965. 64p.

The study estimated the differential listening to important stations of All India Radio and to other broadcasting organisations in a general way. Survey was carried out on 20, 21 and 24 March, 1965, using interview method for data collection. Overwhelming majority of radio households were found to possess only one broadcast receiving set. Vividh Bharati attracted maximum number of listeners, followed by AIR, Delhi, Radio Ceylon, Radio Pakistan and Jullundur station. Amongst various programmes of AIR, Lucknow, 'Chitrapat Se', a programme of film music commanded the highest audience, followed by 'Grihalakshmi' and 'Aao Bachche'.

280. **INDIA.** All India Radio, Lucknow
Snap study of listening to cricket test match commentary broadcast on March 21, 1965. Lucknow, Listeners' Research Section, AIR, 1965. 5p.

The purpose of the study was to measure the quantum of listening to cricket commentary. Information was collected through interviews. A vast majority of radio owners listened to the programmes broadcast from one station or the other, both males and females taking equal interest in it. Once taken to listening to cricket test commentary, people preferred to listen to it for a longer duration of time irrespective of sex and age.

281. **INDIA.** All India Radio, Lucknow
Study of listeners' reaction on the play 'Piano aur sove

ka pinjra'. Lucknow, Listeners' Research Unit, AIR, 1967. 15p.

A study to determine listeners' reactions to the play, broadcast in the national programme of plays, on 25 August, 1966. Information was collected by mail. The play was equally appreciated and criticised by the listeners.

282. **INDIA.** All India Radio, Madras
Field survey of listening in Madras City. Madras, Listeners' Research Unit, AIR, [n.d.]. 40p.

Purpose of the study was to measure the size of audience for the various programmes broadcast by Madras station on seven successive days. Information was collected by personal interviews. It was revealed that majority of the respondents tuned in their radio sets. Education seemed to effect the size of audience directly. Musical discourse, film songs, drama in Tamil and the programmes for industrial workers were found to be most popular.

283. **INDIA.** All India Radio, Madras
Listening survey in Chidambaram town. Madras, Listeners' Research Unit, AIR, 1965. 26p.

This study seeks to ascertain the broadcasts of Tiruchi station and other stations. Findings indicate that listeners are Tamil speaking and possess only one all-wave radio set. Listening percentages vary inversely with age and education. Popular programmes broadcast from AIR, Tiruchi are Tamil film songs, plays, and news in Tamil. Next to Tiruchi in popularity is AIR, Madras. Among foreign stations Radio Ceylon attracts maximum audience.

284. **INDIA.** All India Radio, Madras
Listening to the emergency programmes (a field survey). Madras, Listeners' Research Unit, AIR, 1963. 13+7p.

Purpose of the study was to assess the popularity of the emergency and related programmes broadcast from Delhi and Madras stations. Survey was conducted on 21 April, 1963 at Madras and on 24 April, 1963 in Kancheepuram. Questionnaire method was used for data collection. Findings indicated that almost all the radio owners listened to one station or the other. English news bulletins seemed quite popular, popularity rate being slightly higher in Kancheepuram. The programme entitled 'India and the dragon' was found to be quite popular. This was followed by 'Topic for today'. Out of weekly features, 'Pongiezhum Bharatum', a Tamil feature, drew maximum audience in Madras and 'Matters of moment' in Kancheepuram. Among foreign stations, Radio Ceylon was rated as the most popular, followed by VOA, BBC and Radio Pakistan.

285. **INDIA.** All India Radio, Madras
Mail survey of listening to Tamil plays. Madras, Listeners' Research Unit, AIR, [n.d.]. 35p.

Results revealed that the percentage of radio owners who listened to Tamil plays was greater in Madras city than in mofussil towns. A vast majority found it convenient to listen to the plays on holidays. Social dramas were the most popular type of plays. Selection and preference of timing differed with age and sex. The extent of listening during late hours had a positive correlation with the size of the town.

286. **INDIA.** All India Radio, Madras
Report of a survey on special programmes broadcast during the 25th anniversary of independence. Madras, Audience Research Unit, AIR, 1972. 19p.

The survey conducted in Madras on 12-18 August, 1972 measured the extent of listening and reactions of three hundred listeners who were interviewed by the investigators. Findings indicated that the highest percentage of listening was recorded for the broadcast of records of speeches by Nehru in English followed by the message of the Governor of Tamil Nadu. The listening percentage was found to vary. No definite pattern emerged regarding awareness and listening percentages.

287. **INDIA.** All India Radio, Madras
Report of field survey on election bulletins in Sriperumbudur — 1971. Madras, Audience Research Unit, AIR, 1971. 14p.

This survey which was done on 11-12 March, 1971 at Sriperumbudur (Madras), seeks to find out the extent of awareness of special election news bulletins broadcast by All India Radio in connection with the results of the general election. Findings indicate that awareness is comparatively high among rural respondents in comparison to urban respondents for both general news and special election news bulletins.

INDIA. All India Radio, Madras
Report of readership survey of Vanoli, Madras see 151.

288. **INDIA.** All India Radio, Madras
Report of survey of listening on spotlight programme. Madras, Audience Research Unit, AIR, 1973. 25p.

Survey was conducted on 19-21 December, 1973, using questionnaire and interview techniques. Findings revealed that awareness of the programme was very high. The timing was suitable to only half the respondents but majority of them found the topics current. According to the assessment of most, the programme was rated as medium but was still appreciated and enjoyed.

289. **INDIA.** All India Radio, Madras
Report of survey on role of All India Radio during Indo-Pak. hostilities and the emergency. Madras, Audience Research Unit, AIR, 1972. 30p.

Survey was carried out on 18-20 January, 1972 in Madras city and Walajapet town, using interview technique for data collection. More than three-fourth of the respondents were regular listeners. Recollection of changes in programmes was found in case of hourly news bulletins in Madras and patriotic songs in Walajapet. Out of fourteen special programmes, the Prime Minister's speech secured the highest awareness percentage. Majority found the news coverage prompt and satisfactory. Foreign stations did not seem to be very popular as only a small percentage of the respondents tuned in to Radio Ceylon, BBC, and VOA.

290. **INDIA.** All India Radio, Madras
Report of the survey of listening held in Madras. Madras, Audience Research Unit, AIR, 1971. 25p.

The survey conducted on 30 August, and 1 September, 1971, assessed the extent of listening to Indian and foreign stations, frequency of listening and types of foreign programmes liked most. Interview method was used for data collection. Findings indicated that most of the respondents listened to the radio, incidence of listening being more among women and among those who had higher education. Among the foreign radio stations, Radio Ceylon recorded highest listening followed by VOA and BBC. Indian music was liked most by the listeners.

291. **INDIA.** All India Radio, Madras
Report of the survey of listening held in Madras, August 1972. Madras, Audience Research Unit, AIR, 1972. 27p.

Objective of the study was to assess listeners' awareness, extent of listening and their reactions to the special programmes broadcast on Silver Jubilee Celebrations of Independence. Survey was carried out on 14, 16 and 19 August, 1972. Listening rate was found to be quite high, preferred stations included AIR, Madras; Vividh Bharati, Tiruchirapalli and Poadicherry. Among foreign stations, the most popular was Radio Ceylon, followed by BBC and VOA. Preferred programmes were 'Mangala Isai', 'English news bulletin' of Madras A and sound track of Tamil film, followed by 'Virumbi Kettavai' and 'Tiraiganam'.

292. **INDIA.** All India Radio, Madras
A report on election bulletins at Madras in March, 1971. Madras, Audience Research Unit, AIR, 1971. 15p.

A study to assess the extent of awareness of special election news bulletins. It used interview technique for data collection. Findings indicated that listening to the radio was high and an equal number of men and women listened to it. Almost all listeners invariably listened to Madras station. Ninety per cent of the respondents were aware of the special programme on election. A positive correlation was found to exist between educational level and extent of listening.

293. **INDIA.** All India Radio, Madras
A report on election bulletins at Sriperumbudur, 1971. Madras, Audience Research Unit, AIR, 1971. 14p.

The study was conducted on 12-13 March, 1971 with a view to assessing the extent of awareness of special election news bulletins broadcast by AIR in connection with the results of general election. It used interview method for data collection. Results indicated that almost all the respondents listened to the radio, specially AIR, Madras. Most of them were aware of the special bulletins of AIR, Madras, but 33 to 36 per cent of the respondents listened to central bulletins broadcast from Delhi.

294. **INDIA.** All India Radio, Madras
Report on English news bulletins. Madras, Listeners' Research Unit, AIR, 1965. 23p.

Report of a panel survey which seeks to assess listeners' reactions on English news bulletins, to pin-point deficiency in contents, language and presentation of the bulletins and to evaluate the performance of news readers. Findings reveal that the contents of the bulletins are considered to be fairly exhaustive of the day's news. The reporting is sufficiently impartial and objective, language is simple and news reader's voice and presentation pleasant.

295. **INDIA.** All India Radio, Madras
Report on listening survey: commercial broadcast. Madras, Audience Research Unit, AIR, 1969. 32p.

A study to measure the extent of listening and opinions of the respondents on some aspects of commercial broadcasting. The survey was done on 12-18 August, 1969. It used interview technique for data collection. Findings revealed that majority of the respondents listened to the commercial broadcasts, listening rate being lower on Saturdays and highest on Wednesdays. More women than men and people of young age listened to the programme. There was no correlation between the educational level and the extent of listening.

296. **INDIA.** All India Radio, Madras
Report on listening survey on youth programmes. Madras, Audience Research Unit, AIR, 1971. 21p.

The objective of the study was to assess the extent of awareness, quantum of listening and the type of programmes liked by the respondents. Survey was carried out on 5, 7 and 9 March, 1971 using interview technique for data collection. Majority of the youth were found to be regular listeners. Recollection in case of Tamil programmes was higher than the English programmes. Most popular programmes were 'Ilaya Bharatam', film songs in Tamil and 'Calling the youth' in English.

297. **INDIA.** All India Radio, Madras
Report on listening to commercial service (Vividh

Bharati). Madras, Audience Research Unit, AIR, 1969. 7p.

The survey seeks to assess the extent of listening in Bombay, Calcutta, Delhi and Madras. Findings of this survey conducted on 12-18 August, 1969 indicate that listening to Vividh Bharati is the highest in Calcutta followed by Madras, Delhi and Bombay. Highest listening to commercial broadcasts from Radio Ceylon is in Bombay followed by Delhi, Calcutta and Madras. Request for film music is uniformly high in all places.

298. **INDIA.** All India Radio, Madras
Report on listening trends in Chidambaram (Madras State). Madras, Listeners' Research Unit, AIR, [n.d.]. 11p.

The objective of the survey was to study the listening habits and preferences of small town dwellers and to see in what respects they differed from their counterparts in the cities. Radio listening was found to be the main form of entertainment. Tiruchirapalli had the maximum number of listeners. The next station in order of preference was Madras and Vividh Bharati. Among foreign stations, Radio Ceylon was the most popular. Programme news in Tamil, followed by devotional music, Anil Vakku and instrumental music were preferred.

299. **INDIA.** All India Radio, Madras
Report on Radio Drama Festival, 1965. Madras, Listeners' Research Unit, AIR, 1965. 25p.

Objective of the study is to find listeners' reactions and their comments on the plays broadcast during the festival. The selected listeners were requested to listen to these plays and send their comments. Preferences include 'Chittirakkottam', followed by 'Vazhvenum', 'Velvi' and 'Piraichantdran'. The report also includes suggestions from the listeners for the improvement of the programme.

300. **INDIA.** All India Radio, Madras
Report on Radio Drama Festival, 1966. Madras, Listeners' Research Unit, AIR, 1966. 29p.

The study aims to ascertain listeners' reactions to the plays broadcast during the period of the drama festival. Listeners were requested to send their comments through the post for each play separately. Report provides a list of plays in order of listeners' preference, as well as appreciative comments, criticism and certain suggestions made by the respondents.

301. **INDIA.** All India Radio, Madras
A report on running commentary on semi final and final Olympic hockey matches during September, 1972. Madras, Audience Research Unit, AIR, 1972.

The objective of the study was to record the comments of the listeners on the commentary relayed by the All India

Radio. Findings indicated that bilingual broadcasts simultaneously relayed affected the continuity. Standard of commentary was found to be good. Too much excitement on the part of the commentators themselves made the commentary lose its sense of impartiality.

302. **INDIA.** All India Radio, Madras
Report on solicited comments on Tiruchirapalli Drama Festival 1971. Madras, Audience Research Unit, AIR, 1971. 62p.

The methodology included mailed questionnaire method to record the reactions of the listeners to the programme relayed on 14-15 April, 1971. Findings indicated that nearly half (42 per cent) of the respondents listened to one or another drama while very few of them listened to all the programmes.

303. **INDIA.** All India Radio, Madras
Report on survey of listening to running commentary on Olympic hockey matches. Madras, Audience Research Unit, AIR, 1972. 24p.

Data for the study were collected by interviewing respondents. Findings revealed that a large majority of the respondents were aware of AIR's programmes on Olympics. Newspapers, followed by radio were listed as important sources of information. Higher listening has been recorded for English commentary and its coverage and presentation were rated as good. A very small percentage of respondents listened to foreign stations for commentary; they found AIR's coverage better.

304. **INDIA.** All India Radio, Madras
Survey of listeners' opinion on cricket commentaries. Madras, Listeners' Research Unit, AIR, [n.d.]. 44p.

The survey seeks to find out the extent of knowledge and listening including reactions of the respondents towards the cricket broadcasts. Results indicate that more than sixty per cent owners and ninety per cent specialists have knowledge of cricket. Majority of the respondents listen to the commentaries. They prefer the same team of commentators for every match.

305. **INDIA.** All India Radio, Madras
Survey of listeners' reactions to folk song festival. Madras, Listeners' Research Unit, AIR, [n.d.]. 28p.

The survey in addition to ascertaining listeners' reactions, also seeks to find out their preferences for folk songs. Information was collected by means of a questionnaire. Findings indicated that a vast majority of the respondents listened to the programme. Most of the listeners found the quality of the programme good and the style correct. Tamil folk songs relayed from Madras had the largest audience followed by Telugu folk songs broadcast from

Vijayawada. In the selective sample, maximum listening was recorded for Telugu songs from Vijayawada, followed by Tamil songs from Tiruchi.

306. **INDIA.** All India Radio, Madras
Survey of listeners' views on music lessons broadcast by Tiruchirapalli station, Madras. Madras, Listeners' Research Unit, AIR, [n.d.]. 14p.

The survey seeks to find out listeners' preferences for different methods of presentation of music programmes, their attitudes in regard to timings, frequencies and duration of the broadcast. Findings indicate that a large majority of the youth listeners listen to the programme but the number of regular listeners is very small. Education seems to increase the listening rate. The most convenient time for the listeners to listen to this programme is 6 p.m. to 10 p.m.

307. **INDIA.** All India Radio, Madras
Survey of listening in general and to Hindi programmes in particular in Vijayawada town. Madras, Listeners' Research Unit, AIR, 1956. 9p.

The aim of the study was to find the extent of listening and listeners' reactions to the Hindi programmes. Listeners responses were gathered through interviews with the help of a questionnaire. Results revealed that majority of the radio owners tuned in their radio daily. Approximately one-fourth of the respondents had listened to the Hindi lessons. A large part of the total respondents either knew Hindi or were learning it. Number of occasional listeners to Hindi lessons was higher than the regular listeners. The trend was found to be the opposite in the case of Hindi news.

308. **INDIA.** All India Radio, Madras
Survey of listening opinion about Indian programmes. Madras, Listeners' Research Unit, AIR, [n.d.]. 40p.

The survey seeks to find out the extent of listening, listeners' preferences for different kinds of songs and music programmes including frequency of broadcasts. Results indicate that a large number of listeners listen to music programmes daily. The most popular frequency for a broadcast of a particular song is once a week.

309. **INDIA.** All India Radio, Madras
Survey of listening views on music lessons broadcast by Vijayawada station. Madras, Listeners' Research Unit, AIR, [n.d.]. 15p.

The survey seeks to ascertain the extent of listening, listeners' perferences for different methods of presentation, and their attitudes toward times, frequencies and duration of the broadcast. Questionnaire method was used for data collection. Findings revealed that a large majority of the young listeners listened to it. Most of them opined that

radio was an effective means of teaching music. Frequency of listening was found to be low. Evening hours were preferred for the broadcast.

310. **INDIA.** All India Radio, Madras
Survey on industrial worker's broadcast (Madras). **Madras, Audience Research Unit, AIR, [n.d.]. 4p.**

Questionnaires were issued to various trade unions to collect opinions about the timing of the programme. Most of them found the evening hours convenient. Suggestions were made regarding the contents of the industrial worker's programme.

INDIA. All India Radio, Madras
University broadcasts (an on the spot investigation) see **688.**

INDIA. All India Radio, New Delhi
Abstract of audience research findings (June-July, 1971) see **508.**

311. **INDIA.** All India Radio, New Delhi
Census of radio licences. New Delhi, Listeners' Research Unit, [n.d.]. 35p.

A study to examine the structure of the listening audience. The licence holders were required to give information about their radio sets, their mother tongue, occupation etc., in their annual application forms while presenting them for renewal of licences. For this purpose, W.T. 101 forms were provided in duplicate. It was found that the economic conditions of the people affected the number of licences in a town. The highest number of rural sets were found in Bihar, followed by Central Assam and Orissa, while Bombay and Hyderabad towns showed an opposite trend. Licences seemed to be generally held in the name of males. Highest percentage of licences registered under female names was in West Bengal, followed by Bihar,Travancore-Cochin. Hindi was the mother tongue of about one-fourth of the respondents. The favourite makes seemed to be Philips, GEC and HMV.

312. **INDIA.** All India Radio, New Delhi
English news bulletins: a panel study. New Delhi, Listeners' Research Unit, AIR, [n.d.]. 11p.

A study to evaluate the performance of the news readers besides pin-pointing the specific failings in regard to coverage and language of different news bulletins. Questionnaires were used for data collection. Majority found the coverage fairly exhaustive, reporting least biased and balanced, language understandable and voice of the readers pleasant. Though certain critical comments were made by some, yet majority appreciated the delivery of news. Surjeet Sen and Pamela Singh were rated as the best news readers among men and women respectively.

313. **INDIA.** All India Radio, New Dehli
Listener reaction to cricket commentaries of test matches played between India and Pakistan at Calcutta and Delhi in 1960-61. Part I — Report. New Delhi, Listeners' Research Unit (Statistical Wing), AIR, 1961. 8p.

Data for the study were collected through mailed questionnaires. Majority of the listeners were found to be in favour of different teams of commentators for different matches, and wanted to hear a complete account of the play. Commentators Pearson Surita, Devraj Puri and Chakrapani were liked most by the audience. Most of the listeners were only moderately satisfied.

314. **INDIA.** All India Radio, New Delhi
Listener research report on 'Sangeet Shiksha' and 'Sangeet Charcha' programme broadcast from Delhi station from 23rd September, 1951 to 31st August, 1952. New Delhi, Listeners' Research Unit, AIR, 1952. 23p.

Issuing pre-planned questionnaires to 5,000 radio listeners in Delhi, East Punjab and Western Uttar Pradesh, the study intends to find out how far the 'Sangeet Shiksha' programme succeeded in its objective of enabling the listeners to understand and appreciate classical music and to differentiate between the different 'ragas' and 'raginis' to which they were exposed through the programme. Result indicate that overall listening is limited (752 out of 5,000) and therefore the programme does not seem to have succeeded.

INDIA. All India Radio, New Delhi
Listeners' research report on the living habits of Delhi and Ghaziabad residents see 789

315. **INDIA.** All India Radio, New Delhi
Listeners' research report on the questionnaire relating to Arabic broadcasts in the external services of All India Radio. New Delhi, AIR, [n.d.]. 29p.

This mail survey seeks to ascertain the extent of listening to Arabic broadcasts including suitability of the timing, comparative popularity of different items, listeners' views on the Arabic journal and their degree of satisfaction with the programmes. Findings indicate that most of the respondents are regular listeners and find the present timing convenient. Children's programme is most preferred. Popular Arab songs rank first in listeners' preferences followed by modern Arabic and western music and dance music. Overwhelming majority of the respondents complain of bad reception.

316. **INDIA.** All India Radio, New Delhi
Listening tendency report on the commentaries of cricket test matches played between Australia and India during October, 1964. New Delhi, Listeners' Research Unit, AIR, 1964. 10p.

The study seeks to collect listeners' opinions on the radio commentaries of cricket test matches played between India and Australia during October, 1964. Data collected from letters published in different Indian newspapers from the radio listeners reveal that commentaries are often contradictory and incorrect. Lack of objectivity in commentaries is also pointed out by the listeners who feel that commentators are partial in their comments.

317. **INDIA.** All India Radio, New Delhi
Listening trends in Jullundur: a summary. New Delhi, Listeners' Research Unit, AIR, [n.d.]. 8p.

The study used interview technique for data collection. Findings indicated that majority of the respondents had all wave radio sets. Most popular station was Jullundur, followed by Vividh Bharati and Delhi. Among foreign stations, Radio Ceylon had the highest listening audience. 'Mangalika' was the most popular programme, followed by 'Sabras', 'Rural programme' and 'Sada-I-Watan'. Among news bulletins, the Punjabi bulletin had a better audience. Interest in news increased with age and education.

318. **INDIA.** All India Radio, New Delhi
A note on election coverage by AIR, New Delhi. New Delhi, Audience Research Unit, AIR, [n.d.]. 6p.

The paper deals with All India Radio's coverage of the fourth general election in India. It explains the nature of the task and AIR's arrangement to cover it. It discusses the functions of the news room during the time election results were pouring in, narrates its news dissemination arrangements in India and abroad and mentions the analytical service on election results.

319. **INDIA.** All India Radio, New Delhi
A note on listeners' comments on Annual Drama Festival by AIR, Delhi (September, 1960). New Delhi, Listeners' Research Unit (Statistical Wing), AIR, 1960. 9p.

Comments of the listeners were invited for the plays broadcast from 18-25 September, 1960. Opinions of the listeners seemed to vary in each case. Comments made by listeners on each play, as well as the production and playwriting of the drama festival were recorded separately.

320. **INDIA.** All India Radio, New Delhi
Report of sample survey on election bulletins. New Delhi, Listeners' Research Unit, AIR, 1967. 17p.

The objective of the study is to estimate the extent of listening to the election bulletins. Survey was carried out on 23 and 25 February, 1967. In every state a very high majority of the respondents were found to be aware of the programme, source of information about the election results being either some acquaintance or radio or newspaper. Listening rate was found to be very high and one

or the other radio bulletin was tuned in. Male and female ratio was found to be almost the same, except in Ahmedabad. Listening to regional language bulletin was the highest.

321. **INDIA.** All India Radio, New Delhi
Report of the analysis of listeners' letters received for external broadcasts of AIR during 1972. New Delhi, Audience Research Unit, External Services Division, AIR, 1973. 37p.

The report is divided into four parts. Part I is the main report and deals with all the services in general. It analyses various attributes such as treatment, composition content, reception, several kinds of requests and complaints. Part II gives detailed supplementary tables on the composition of listeners by sex and age, duration of listening, programme listened and condition of reception.

322. **INDIA.** All India Radio, New Delhi
Report of the panel survey on the use of 'Harmonium' in AIR. New Delhi, Audience Research Unit, AIR, [n.d.]. 13p

Survey was conducted to find out the reaction of listeners interested in music to the use of harmonium for music broadcasts. Questionnaire technique was used for data collection. Results revealed that a vast majority of the respondents felt that harmonium added variety and enrichment to music, specially light music. A large number of listeners were found to be of the opinion that it was not suitable for all types of music.

323. **INDIA.** All India Radio, New Delhi
Report of the survey of listening to the programmes broadcast from AIR, Bhopal, during the 25th anniversary of Indian Independence. New Delhi, Audience Research Unit, AIR, 1973. 14p.

The survey conducted on 9-16, August, 1972, seeks to measure the extent of listening to the special programmes broadcast to celebrate the 25th anniversary of the Indian independence. Three hundred radio households selected through linear system constituted the sample. The investigators used interview techniques for data collection. The report discussed the listening pattern of the programmes broadcast from AIR, Delhi and AIR, Bhopal.

324. **INDIA.** All India Radio, New Delhi
Report of the survey on Munich Olympic hockey commentary conducted at Delhi in September, 1972. New Delhi, Audience Research Unit, AIR, 1972. 9p.

The objective of the study is to assess the awareness and listening of running commentary on the Olympic hockey matches played on 8 and 10 September, 1972. Survey was carried out on 9 and 11 September, 1972, using interview technique for data collection. Findings revealed that major-

ity of the respondents were aware of these broadcasts while only two-third of the respondents listened to the commentary. Percentage of listening to the match between India and Pakistan was found to be higher than that of Pakistan vs West Germany. Rate of listening to foreign broadcasting organisations was found to be very low.

325. **INDIA.** All India Radio, New Delhi
Report on listening to western music. New Delhi, Listeners' Research Unit, AIR, 1970. 9p.

Results of a one-week survey which was conducted at Bombay, Calcutta, Delhi and Madras during August, 1969, to assess the extent of listening to western music including listeners' preferences. Findings indicated that the incidence of listening was very low. Foreign radio stations tuned for music included Radio, Ceylon, BBC and VOA. Orchestral instrumental recorded maximum listening in all the centres.

326. **INDIA.** All India Radio, New Delhi
Report on news coverage through All India Radio. New Delhi, Listeners' Research Unit, AIR, [n.d.]. 25+27p.

Survey was conducted at 26 centres to find the frequency of listening to news bulletins broadcast from All India Radio (Central and Regional) and listeners' views about the same. The centres were divided into 4 groups on the basis of their population. Findings revealed that majority of the respondents listened to English and Hindi news though listening rate varied with sex, age, and educational level. Among regional language news, Malayalam had maximum number of listeners, followed by Bengali. Majority of the listeners found the news adequate though some felt that coverage of international states and sports news was inadequate. About three-fifth of the respondents considered the coverage of political events generally impartial. The language was found to be easy to understand.

327. **INDIA.** All India Radio, New Delhi
Report on one-week survey on 'Yuva-Vani' (February 1971). New Delhi, Listeners' Research Unit, AIR, 1971. 34p.

Survey was carried out to find the extent of awareness and listening to various 'Yuva-Vani' (Youth programmes) among the youth population of Delhi. Data were collected from February, 1971, by using the questionnaire and interview technique. Results revealed that majority of the youths were aware of the programme, sources of information being radio, acquaintances, newspapers, AIR posters and journals. Listening rate varied from regular to frequent and occasional. Almost one-tenth of the respondents never listened to it. Programmes liked in order of preference were, 'Mehfil', 'In the groove', 'Players present', and 'Khel aur Khilari'. Most of the listeners found the programmes satisfactory.

328. **INDIA.** All India Radio, New Delhi
Report on radio 'Sangeet Sammelan' 1960, based on press comments. New Delhi, Listeners' Research Unit (Statistical Wing), AIR, 1960. 18p.

Report is based on the press comments on 'Sangeet Sammelan' presented by AIR from 16-23 October, 1960. The programme was divided into two parts; for Hindustani music relayed by all the stations broadcasting Hindustani music and for Karnatic music, relayed by South Indian stations. Comments were found to be favourable and appreciative in general. In individual cases positive as well as negative points of the programme were highlighted.

329. **INDIA.** All India Radio, New Delhi
Report on Sardar Patel memorial lectures (series). New Delhi, Listeners' Research Unit, AIR, 1966. 9p.

The study seeks to ascertain the extent of listening to the lectures delivered by Mr. P.B. Gajendragadkar on 27-29 December, 1966. Data collected from the interviews of 500 listeners in Delhi, Bombay, Madras, Calcutta, Lucknow and Ahmedabad indicated that awareness of the lectures ranged from 14 per cent at Ahmedabad to 38 per cent at Madras. Awareness was highest among women and those who were graduates. Lectures were found useful by most of the respondents who considered them as a source of receiving new information about Kashmir.

330. **INDIA.** All India Radio, New Delhi
Report on slow speed news bulletins, 20th June, 1970. New Delhi, Audience Research Unit, AIR, 1970. 5p.

The objective of the study was to find out listeners' opinions about slow speed news bulletins. Questionnaire technique was used for data collection. Approximately three-fifth of the respondents considered the speed correct. Some of them had not noticed the change while others thought that the quantum of national news was more than the regional news. Many of the respondents found the bulletins quite useful, but suggested an increase in their frequency of broadcast. Reception was found to be clear and the time suitable to at least half of the listeners.

331. **INDIA.** All India Radio, New Delhi
Report on special news bulletins (21st to 25th February, 1967). New Delhi, Audience Research Unit, AIR, 1967. 15p.

The survey which was conducted at seven places estimated the extent of listening to election news bulletins. A specially designed questionnaire was used for data collection. Awareness about election bulletins was found to be very high. In most cases, friends and relatives were the first source of information. Findings further indicated that the highest listening was for the regional language bulletins relayed from Delhi in the morning followed by main English news bulletins. In general all bulletins recorded good listening.

332. **INDIA.** All India Radio, New Delhi
Report on survey of listening (Delhi). New Delhi, Listeners' Research Unit, AIR, [n.d.]. 90p.

A study to find out the extent of listening to various programmes broadcast by various Indian as well as foreign stations and also assess the frequency of listening to broadcasts of the national programme. Data were collected through interviews. It was revealed that quite a large number of respondents tuned in their radio on an average day and most of them listened to Delhi. Next in preference came Ceylon. News in Hindi, English and Punjabi were very popular. Vocal music was preferred to instrumental music while chamber music appeared to be more favoured than the other types of music broadcasts. Certain programmes like those addressed to the forces or the villagers were very popular with the Delhi listeners. The national programme of music was considered to be satisfactory.

333. **INDIA.** All India Radio, New Delhi
Report on the analysis of listeners' letters on emergency programmes. New Delhi, AIR, 1971. 6+7p.

Objective of the study was to analyse the number of letters received per programme broadcast during the emergency period during 4-31 December, 1971. Findings revealed that the maximum number of letters requested for programmes in regional languages followed by programmes in Hindi and English. Higher interest was found to be in patriotic and martial music in Hindi speaking areas. Maximum number of letters were received from Pondicherry followed by Dharwar and Vijayawada.

334. **INDIA.** All India Radio, New Delhi
Report on the listening survey conducted at Delhi on 21st, 22nd, 24th, 25th and 26th December, 1972. New Delhi, Audience Research Unit, AIR, 1973. 35p.

The sample survey seeks to assess the extent of listening to the programmes broadcast from AIR, Delhi. It was restricted to the urban limits of the Delhi and New Delhi Corporation. Sample constituted of 1,500 broadcast receiving licence holders who were selected through linear calculations. Data were collected through questionnaires and interviews. Results revealed that more than three-fourths of the respondents listened to the radio almost everyday. Regular listeners were more among females than males. It was found that regularity in listening declined with increase in educational level and age. The average day listening to 'Vividh Bharati' programmes was a little less than that of the general programmes.

335. **INDIA.** All India Radio, New Delhi
Report on the listening survey of the programmes broadcast from All India Radio, Delhi, conducted at Rohtak (Haryana). New Delhi, Audience Research Unit, AIR, 1971. 22p.

The survey was conducted on 6 and 8 September, 1971 to assess the extent of listening to the programmes broadcast from Delhi and other foreign stations. Findings indicate that majority of the respondents listen to the radio. Maximum listening is found for news and Punjabi programmes. A big majority also listen to the programmes of Vividh Bharati while a few listen to Radio Jullundur. Regarding foreign stations, listening is found to be highest for Radio Ceylon followed by BBC. Indian film music and news bulletins are stated to be the main interests of most of the respondents.

336. **INDIA.** All India Radio, New Delhi
Report on the listening survey on the running commentary of the first cricket test match played between India and MCC at Delhi. Delhi, Audience Research Unit, AIR, 1972. 15p.

The survey which was conducted in December, 1972 used an interview schedule for data collection. Findings revealed that a large majority (87%) of the respondents were aware of the broadcast on the cricket match. Listening to the Hindi commentary was found to be highest on all the five days of the match. Less education and older age were found to be negatively related to the extent of listening. The performance of the commentators was rated as good.

337. **INDIA.** All India Radio, New Delhi
Report on the mail survey on Karnatic music at Delhi during June, 1972. Delhi, Audience Research Unit, AIR, 1972. 6p.

Results of a postal survey which was conducted in June 1972, to assess the extent of listening and listeners reactions about the Karnatic music programmes broadcast from Delhi. Mailed questionnaires were used for data collection. Findings indicated that the extent of listening was poor, the reason being inconvenient Sunday timings. Suggestions for improvement included higher standard of the artists and greater publicity.

338. **INDIA.** All India Radio, New Delhi
Report on the survey of a sports programme. New Delhi, Audience Research Unit, AIR, 1972. 21p.

The objective of the study was to find the extent of awareness of the sports broadcasts. Survey was carried out to record the reaction and awareness of the programme 'Indian Hockey and Munich Olympics' broadcast from Delhi on 4 July, 1972. Findings revealed that only one-fourth of the listeners were aware of the broadcast. Those who had listened rated it either 'good', 'very good' or 'excellent'. Interest in sports was found to be the main cause for listening. News on sports was preferred.

339. **INDIA.** All India Radio, New Delhi
Report on the survey of listening in Delhi on the 25th

anniversary of independence. New Delhi, Audience Research Unit, AIR, 1973. 15p.

The objective of the study was to find the extent of awareness and listening to special as well as various other programmes broadcast on the 25th anniversary of independence. It also seeks to investigate the reactions of the listeners. Survey was carried out on 14 and 16 August, 1972. Findings revealed that majority of the listeners tuned in to AIR, Delhi and Vividh Bharati. Among foreign stations, Radio Ceylon was found to be the most popular followed by BBC. Flag hoisting ceremony, followed by the Prime Minister's address and relay of proceedings in the Central Hall of Parliament were listened to by a high percentage. 'Jaymala', 'Manoranjan', 'Hawa Mahal' were the other programmes liked by the listeners. Hourly bulletins in Hindi, especially early morning ones were listened to most.

340. **INDIA.** All India Radio, New Delhi
Report on the survey of listening to the programmes broadcast from AIR, Bhopal during the 25th anniversary of Indian independence. Delhi, Audience Research Unit, AIR, 1972. 14p.

A three-day survey carried out in August, 1972 in Bhopal city to assess the extent of listening to programmes broadcast from AIR, Bhopal. It used an interview schedule for data collection. Findings indicated that a large majority of the respondents listened to AIR, Bhopal followed by Indore, Delhi and Bombay. Among the fixed programmes for the three days of the survey, the maximum listening was registered for Hindi news bulletins followed by youth programmes, devotional music and 'Thought for today'.

341. **INDIA.** All India Radio, New Delhi
Report on 'Yuva-Vani', (Delhi) September 1969. New Delhi, Listeners' Research Unit, AIR, 1969. 7p.

The survey which was carried out in Delhi, on 3 August, and 18 September, 1969 seeks to find out the awareness and extent of listening to 'Yuva-Vani' (Youth programme). It used interview and rating scale as methods for data collection. Findings indicate that the extent of awareness is high particularly among educated males. But incidence of regular listening is not very high. Programme preferences include film music, plays, ghazals (Urdu poems), talks, news, sports, science and technology, interviews and pop music.

342. **INDIA.** All India Radio, New Delhi
Statistical analysis of listeners letters for broadcasts from External Services Division, AIR, during 1971. New Delhi, Audience Research Unit, External Services Division, AIR, 1973. 15p.

343. **INDIA.** All India Radio, New Delhi
Survey of emergency programmes in Delhi, and Ghaziabad, 1963. New Delhi, AIR, 1963. 29p.

A study to determine the effectiveness of the special broadcasts during the emergency. Questionnaire method was used for data collection. Findings indicated that the listening rate was higher in Delhi. Its quantum was not affected by education. Programmes in regional languages were preferred. 'Aaj Ki Baat', 'Hamari Pratigya' and 'Urdu Majlis' were the most popular programmes. Among foreign stations, Radio Ceylon continued to be the most popular.

344. **INDIA.** All India Radio, New Delhi
Survey of rural listening to rural programmes. New Delhi, Listeners' Research Unit, AIR, [n.d.]. 20p.

Aim of the study is to gather information on some salient aspects of rural programmes and to find out the extent of community listening in India. Information collected with the help of a schedule specially designed for this purpose reveals that a very low percentage listen to the radio. Time is considered to be convenient, talks are found to be intelligible, language easy to understand and dialogues popular. Preference is shown for devotional songs, followed by folk songs, news, film songs and radio plays. Straight talks are favoured rather than dialogues while news bulletins are much preferred.

345. **INDIA.** All India Radio, New Delhi
Survey on commercials in Delhi: August 1969. Delhi, Audience Research Unit, AIR, 1969. 7p.

The study determined the extent of listening and programme preferences of the respondents in respect of Vividh Bharati programmes. It used interview technique for data collection. Findings indicated that Vividh Bharati recorded a high rate of listening. 'Hawa Mahal' was the most liked programme followed by 'Jaymala', 'Manchahe geet', 'Aap Ki Farmaish' and 'Chaturang'. Young age and high education were found to be positively correlated with listening.

INDIA. All India Radio, New Delhi
Survey on impact of broadcasts on small scale industries in Delhi, (April-May, 1971) see 790.

346. **INDIA.** All India Radio, New Delhi
Survey on news coverage of AIR (Bombay, Calcutta, Delhi, Madras). New Delhi, Listeners' Research Unit, AIR, 1970. 18p.

The survey was conducted on 8-9 March, 1970 to ascertain the frequency of listening to central news bulletins broadcast from Delhi and the views of listeners on the adequacy and objectivity of news coverage. Findings indicate that English, Hindi, and regional news are listened to more by Bombay listeners followed by listeners in Delhi, Calcutta and Madras. Majority of the respondents find the news coverage adequate and impartial.

347. **INDIA.** All India Radio, New Delhi
Survey on youth (Delhi). New Delhi, Listeners' Research Unit, AIR, 1969. 23p.

A study to ascertain the listening habits of the youth including their mode of living. It was conducted in Delhi on 23 and 25 May, 1969, with the help of a specially designed questionnaire administered among 200 youths. Results show that an overwhelming majority of them listen to the radio; Vividh Bharati being the most popular. A small percentage listen to Radio Ceylon. About fifty per cent of the respondents are available at home during 7.30 a.m. to 8.30 a.m. and after 9.00 p.m. They are considered as potential listeners.

348. **INDIA.** All India Radio, Shillong
Report on survey of listening, Shillong. Shillong, Listeners' Research Unit, AIR, 1971. 13p.

The study measures the nature and extent of listening to Indian and foreign stations. Four hundred radio licence holders who constituted the sample were interviewed for data collection. Results reveal that most of the respondents listen to the radio regularly; listening increases with age and educational level particularly among the males. The Indian broadcasting station recording maximum listening is Shillong, followed by Gauhati, Delhi, Calcutta and Vividh Bharati. Among foreign stations Radio Ceylon has the highest listening percentage followed by BBC, Radio Burma and Far East Broadcasting Company (Manila).

349. **INDIA.** All India Radio, Simla
Note on the broadcasts in dialects from All India Radio, Simla, April, 1972 (based on a spot survey undertaken). Simla, Audience Research Unit, AIR, 1972. 5p.

The survey conducted in and around Simla examines the programme preferences of the respondents, particularly the use of dialects. Findings show that listeners are more interested in songs than talks. The recall for talks are found to be poor. All the respondents are opposed to the idea of any reduction in the dialect broadcast.

350. **INDIA.** All India Radio, Srinagar
The general listening survey at Srinagar. Srinagar, Listeners' Research Unit, Radio Kashmir, 1971. 65p.

This is a survey to assess the extent of listening and reactions of listeners to programmes of Radio Srinagar and their preferences for some other radio stations. Data were collected by using an interview schedule. Findings indicate that the majority of the respondents listen to Radio Kashmir. No significant difference is observed as far as sex, community and education are concerned. Listening is found to be highest for news, followed by plays, films, 'Chhabri', and talks. Foreign radio stations preferred include Radio Ceylon, followed by Pakistan, Azad Kashmir; BBC; VOA; and Radio Peking.

351. **INDIA.** All India Radio, Srinagar
Newscast listening survey at Srinagar — a report on news bulletins. Srinagar, Listeners' Research Unit, Radio Kashmir, 1971. 35p.

This study seeks to determine the extent of listening to news bulletins from 8-15 March, 1971. It used interview technique for data collection. Findings indicate that Kashmiri news bulletins are listened to most frequently followed by Urdu, English and Hindi. Young age and better education are found to be positively related with listening to various news bulletins. The effect of religion and language is observed on the listening pattern of news bulletins in different languages.

352. **INDIA.** All India Radio, Srinagar
Newscast listening survey at Srinagar — a report on news commentary and other newstalks. Srinagar, Listeners' Research Unit, Radio Kashmir, 1971. 25p.

Findings indicate that there is no significant difference between the extent of listening for Kashmiri and Urdu commentaries. The extent of listening to news talk is comoaratively less. Young age, higher education and sex (male) are variables found to be positively related to the listening of both.

353. **INDIA.** All India Radio, Srinagar
A report of the listening survey to special newscast during 1972, general elections. Srinagar, Audience Research Unit, Radio Kashmir, 1972. 54p.

The survey was carried out in Srinagar from 13-15 March, 1972 using interview technique for data collection. Males and females between 16-45 years of age constituted the sample. Findings indicated that almost all the respondents had listened to one or the other station of All India Radio. All of them had tuned in to the local radio station for listening to different election news bulletins.

354. **INDIA.** All India Radio, Srinagar
A study of listeners letters about 'Vadi Ki Awaz'. Srinagar, Listeners' Research Unit, Radio Kashmir, 1970. 19p.

Using content analysis as a method, the study seeks to find out the popularity or otherwise of a special programme 'Vadi Ki Awaz' (Voice of Valley) broadcast by Radio Kashmir (India). The content analysis of the letters received by the radio station during 1969 and 1970, indicate that the popularity of the programme increased during 1970.

355. **INDIA.** All India Radio, Trivandrum
Report on the special programme broadcast during the 25th anniversary of independence August, 1972. Trivandrum, Audience Research Unit, AIR, 1972. 13p.

This survey was conducted on 15-16 August, 1972 in Trivandrum city to study the response and reaction of the respondents to the special programmes, using interview as method for data collection. Findings show that almost all respondents listened to the radio on both the days. It concluded that the popularity of the programme should

not be determined by the size of listernership only. Time and availability of the target group were also important factors.

356. **INDIA.** All India Radio, Trivandrum
Report on the survey of the election news bulletins. Trivandrum, Listeners' Research Unit, AIR, 1971. 32p.

A study to assess the extent of listening and effectiveness of the coverage of special election bulletins. Results reveal that majority of the listeners are aware of the special programmes. Awareness, attendance and time of broadcast are found to be interdependent. Radio is considered to be the primary source of information.

357. **INDIA.** All India Radio, Trivandrum
Report on the two-day listening survey conducted at Trichur during September, 1971. Trivandrum, Audience Research, Unit, AIR, 1971. 17p.

This is a study of listening habits of local, Vividh Bharati (entertainment) and foreign broadcast programmes. The data collected through interviews revealed variations in listening according to age, education and sex of the audience. While film songs attracted maximum listeners, slightly more than a quarter listened to local as well as central news bulletins and a smaller number of respondents to children's and women's programmes. Among the foreign stations, Ceylon Radio was tuned in by a large number of the respondents followed by BBC, VOA, Radio Pakistan, Radio Australia, Radio Moscow and Radio Peking.

358. **INDIA.** All India Radio, Trivandrum
A report on youth programmes. Trivandrum, Listeners' Research Unit, AIR, 1971. 24p.

This study was conducted in February, 1971 in Trivandrum city and Attingal town to assess the extent of awareness, size of audience and programme preferences for youth programmes. A structured questionnaire was used for data collection. Findings indicated that almost all the respondents were aware that youth programmes originated from Trivandrum station. Majority of the respondents listened to it occasionally while one-third listened regularly. Light programmes were preferred in comparison to educative and serious type of programmes. Programme preferences included film music followed by plays and news. Talks and current affairs were preferred only by one-third of the sample.

359. **INDIA.** Ministry of Information and Broadcasting
Radio and television: report of the Committee on Broadcasting and Information Media. New Delhi (1966). 249p.

Report discusses the role of radio and television and traces the history and development of broadcasting in India. It reviews the performance of broadcast media, the technical aspects, programme, audience research, language,

publicity, public relations and staff and makes recommendations. A full chapter is devoted exclusively to television and the necessary steps to improve its services.

360. **INDIA.** Ministry of Information and Broadcasting. Directorate of Advertisement and Visual Publicity
Broadcasting in India. New Delhi, 1968.

This booklet describes how AIR was established and traces its step by step development through the eventful last decade of India's struggle for independence and the following five year plans. It gives a brief introduction to AIR's expanding programmes with a view to covering almost all sections of Indian people. The target of the Fourth Five Year Plan is also included.

361. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Commercial broadcasting. New Delhi, 1967. 9p. (Background to the news.)

Discusses the ideas expressed by the Committee on Broadcasting Information Media (set up by the Government of India on December 4, 1964) on commercial advertising over the radio. It is described as 'revenue earner', 'a serious competitor to national services in holding audience attention', and 'promoter of production and all round economic activities'. Conditions of commercial broadcasting in other countries like Japan, Ceylon, Cambodia and Hongkong are also discussed.

362. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Television in India. New Delhi, 1965. 4p. (Background to the news.)

While tracing the development of TV in India, the paper deals with the genesis of AIR's experimental TV service in September, 1959, together with the two major projects one with the cooperation of Unesco and the other with the help of Ford Foundation. Contained also are the initiation of the School TV service in 1961 and a draft plan for the introduction of TV on a national scale.

KAUR, Ranbir
Impact of television on farm women see 798.

KHAN, A W
Functional relevance of localised and centralised farm broadcasts in India see 534.

363. **KHANNA, P N**
A comparative study of observing surgical operations through closed-circuit television with direct observation. New Delhi, National Council of Educational Research and Training, 1963.

This is a study to determine if more details of an operation can be seen by the observer through closed-circuit television than by observing it directly. For the analysis of data, non-parametric tests, analysis of variance and correlation techniques were used. Results reveal that observation on closed-circuit television is more effective than direct observation. Superiority of the former method increases with the increase in the number of persons present in the operation theatre.

KHARUB, R K
Potential of radio in the flow of agricultural information in Haryana see 799.

364. **KNIGHT, Arumainayagam John**
A study of the relative effectiveness of three modes of presentation, preferences, listening and post-listening behaviour of farm broadcast listeners. New Delhi, Indian Agricultural Research Institute, 1973. 206+54p. thesis (Ph.D.)

A study to determine the relative effectiveness of three modes of presentation viz., straight talk, interview and discussion. It also seeks to identify the factors which make each of those modes effective including their limitations. Pre-broadcasts increase gain in knowledge whereas interview is most effective in case of immediate post-broadcasts. Factors related to effectiveness include maintenance of proper speed of speech and sincere and convincing talk. Artificial voice and tone of speaker, difficult listening, difficult interviews, overlap of voices, etc. are some of the limitations of the three modes of presentation.

365. **MALAYALAM news bulletins: a panel study. [n.p., n.d.]. 13+21p.**

A survey carried out from 30 April to 18 September, 1964, to examine the reactions of some of the prominent members of the public to the various Malayalam bulletins, both central and regional. Part I covers Malayalam news bulletins and Part II Regional news bulletins in Malayalam. Findings reveal that the listeners are satisfied with the contents of the bulletins relayed from Delhi but criticise the faulty language, lengthy sentences and the speed with which it is read. The regional bulletins are unsatisfactory because of inadequate coverage, faulty language and poor quality of voice.

366. **MATHRA, T**
TV — news coverage. 7p.

Paper presented at a round table on television news organised by the Indian Institute of Mass Communication at Delhi on November 17, 1972. Discusses various factors which could improve television news bulletins. Specific suggestions include discussion on the physical, technical and intellectual qualities of the cameraman, and commen-

tator, equipment, do's and don'ts for news coverage, facilities necessary for better news coverage and nature of the bulletin which would be more effective.

MATHUR, J C
An Indian experiment in farm radio forums see 551.

MISHRA, Awadh Nath
Impact of television on farmers see 800.

367. **NIGAM, P N**
A pilot study of the youth characteristics and their preferences for radio programmes in Punjab. Jullundur, Listeners' Research Unit, AIR, 1968. 46p.

The purpose of this study is to form the guidelines for planning future radio programmes. Techniques used for data collection include questionnaire, observation, group discussion, field investigation and interview. Results reveal that most of the listeners tune in their radios for entertainment. Almost half of them listen regularly, order of preference for various programmes being film music, Vividh Bharati, Punjabi songs, news, plays and features. Rural youth are interested in agricultural programmes.

368. **REDDY, Venkata Ramana B**
A study on the impact of Andhra Pradesh Agricultural University radio news bulletin. Hyderabad, Andhra Pradesh Agricultural University, 1970. 83p. thesis (M.Sc.)

This study was conducted in three villages of Hayentnagar block of Hyderabad district. Data were collected by using an interview schedule. Findings indicated that majority of the farmers found the programme useful though they did not rate it better than the programmes broadcast by All India Radio. Programmes which were liked included: questions and answers followed by interviews, discussions and talks by experienced farmers.

369. **REPORT on the survey of emergency programmes. [n.d.]. 41p.**

This study aimed to find out the extent of listening to various programmes, especially the emergency programmes. Questionnaire method was used for data collection. It was found that on an average day, majority of the adults listened to one or more emergency programmes. Programmes were preferred in the regional language. Size of audience for these programmes underwent sudden fluctuations from broadcast to broadcast. There was more listening to the English programmes in South than in the North. Among foreign stations, Radio Ceylon was liked most, followed by Radio Pakistan and BBC.

SANDHU, Anoop Singh
Characteristics, listening behaviour, and programme preferences of the radio owning farmers in Punjab see 810.

SHARMA, S K
Role of television in promoting family planning see 610.

SHARMA, S K
Television in agricultural transformation see 611.

SIDDARAMAIAH, B S
Influence of farm broadcasts on the knowledge of farmers and radio owner's listening habits and preferences see 814.

SINGH, M
A study of the comparative effectiveness of radio and literature as media of communication in agricultural extension see 623.

SINGH, Ranjit
A comparative study of adoption of high yielding varieties programme by the farmers of television and non-television villages see 629.

SINHA, Brajdhar Prasad
A study of some motivational factors in diffusion of farm information through television see 818.

SITARAM, K S
An experimental study of the effects of radio upon the rural Indian audience see 819.

THAKUR, B S
Impact of the radio on our villages see 822.

UNESCO
Social education through television; an All India Radio-Unesco pilot project see 647.

VIII. FILM

370. ADVERTISING and Sales Promotion Company, Bombay
Faces in the dark; ASP research on cinema audiences. Bombay, 1964.

A study conducted in 1963 on 2,029 respondents selected from the state of Maharashtra in a stratified manner, to identify the frequency of their seeing films, their language preferences and their newspaper reading habits. The variables included were town size, sex, age, income, education and mother tongue.

371. AGARWAL, S
Cinema and its effects on adolescent mind. Allahabad, Allahabad University, 1953. 53p. thesis (M.Ed.)

The study aimed to determine the effect of cinema on adolescent girls studying in X-XII classes. Data collected from four local schools and colleges in Allahabad, where 300 students constituted the sample, were analysed. Results revealed that girls were more interested in emotional and social films and preferred to see them in English.

AGGARWAL, P C
The impact of cinema on adolescents see 767.

372. **ANSARI, A R**
Attitude towards cinema. Gorakhpur, Gorakhpur University, 1961. 54p. thesis (M.Ed.)

The study assessed the effect of the cinema on boys and girls of various age groups. For the collection and analysis of data the Likert technique and statistical analysis were used. Findings indicated that the undergraduate respondents had a more favourable attitude and diverse opinion towards the cinema than the postgraduate respondents, and that respondents above thirty-five were more favourably inclined.

373. **BARNOUW, Erik**
Indian Film, by Erik Barnouw and S. Krishnaswamy. New York, Columbia University Press, 1963. 301p.

The book discusses the state of affairs of both the feature and documentary films in India. It traces their history and identifies the reasons responsible for their limited growth. Government assistance and other measures which could improve the Indian film industry are discussed.

BHOLA, Harbans Singh
Celluloid in Indian society see 769.

CHAK, L
Cinema and its influence on the postgraduate girl students of Lucknow University see 770.

374. **CHAUDHRI, M M**
Motion picture and television production facilities in India. Kanpur, Indian Institute of Technology. 12p.

This booklet provides an outline of different kinds of production technologies of motion pictures that exist at present and are likely to grow in the near future in India. It discusses the relative merits and demerits of each production technique keeping in view that the future of television in India is linked with those production technologies.

375. **CHILDREN'S Film Society**
Children's Film Society Constitution. New Delhi, 1955. 18p.

376. **CHILDREN'S Film Society of India**
Report of the study team on the working of the Child-

ren's Film Society — India vis-a-vis future of the children's movement in India. Bombay, 1968. 96p.

The report examined the organisational pattern and working of the Children's Film Society of India. For data collection, film producers, film directors, distributors, exhibitors, writers, and representatives of film societies in India were interviewed. The study found among the persons interviewed, a general ignorance about the existence and functions of the society. It recommended that urgent and adequate steps should be taken to produce and exhibit specialised children films in as many languages as possible and more financial support should be given to the society.

377. **DHARAP, B V**
Indian films 1972. Poona, Motion Picture Enterprises, 1973. 464p.

Provides all the details of the Indian films produced in the year 1972. They include cast, story, songs, names of distributors, producers, director, dialogue writer and other credits. The arrangement is according to dates of censor certificates. It also provides a list of Indian short films produced during 1972. A list of films in various Indian languages produced since 1931 is also appended.

378. **FILM Institute of India**
Studies in film history: a compilation of papers (no. 1-5) devoted to D.G. Phalke, the great pioneer (1870-1944). Poona, 1970. 99p. mimeo.

The book contains extracts of writings by and on D.G. Phalke, a pioneer of the Indian film, published in old newspapers and journals. It includes an interview and four articles by Phalke.

379. **GAUR, Madan**
Other side of the coin (an intimate study of Indian film industry). Bombay, Trimurthi Prakashan, 1973. 347p.

Based on interviews with various categories of persons in the Indian film industry, the book discusses the workings of the different departments of film making. It stresses the short-comings prevalent in the industry and provides statistical figures in respect of Indian films, information on important land marks in Indian cinema and appends a list of some successful films produced since 1913.

GUPTA, K L
A study of the psychological basis of attitude formation and contribution [of] motion pictures in formation of attitudes see 779.

HANSA, J Bhatt
A study of film preferences of adolescents see 780.

380. **INDIA. All India Radio, New Delhi**
Report on survey of Indian film. New Delhi. New Delhi, Audience Research Unit, AIR, 1970. 10p.

The study seeks to ascertain the views of the respondents on certain aspects of Indian films such as sex, violence, kissing, exposing human body, censorship and artificiality. It was conducted by administering a structured questionnaire among a random sample of three hundred persons in Ahmedabad, Bangalore, Bombay, Calcutta, Delhi, Jaipur, Lucknow and Madras and two hundred persons each in medium sized towns like Bhopal, Cuttack, Gauhati, Jullundur and Trivandrum. Results revealed that a considerable majority of the respondents thought that Indian films carried more scenes of sex and violence now than earlier. Almost all of them were against kissing scenes or exposure of the human body. Respondents felt that the present censorship was ineffective.

INDIA. Ministry of Information and Broadcasting
Films Division report of the seminar on "The role of the film as a medium of education and communication" see 792.

381. **INDIA.** Ministry of Information and Broadcasting
Film in India. Delhi, Directorate of Advertising and Visual Publicity [1956?]. 15p.

Gives in brief the history of the Indian cinema. It includes information and statistical figures in respect of films, newsreels and documentaries, import and export of films, film festivals and Indian films which received awards. All the information pertains to the year 1955.

382. **INDIA.** Ministry of Information and Broadcasting
Report of the Enquiry Committee on Film Censorship. New Delhi, 1969. 202p.

The report which is divided into ten chapters, after tracing the history and present situation of film censorship in India, discusses film censorship in other countries, the impact of cinema on audiences and the kind of censorship which could prove efficacious for India. Recommendations are given in respect of the establishment of a proper censor board, the principles of censorship and the ways those principles can be implemented. Measures for improving the aesthetic quality of Indian films are also discussed.

383. **INDIA.** Ministry of Information and Broadcasting
Report of the Film Enquiry Committee. New Delhi, 1951. 339p.

The committee investigated the position of the film in India for the purpose of suggesting means for putting the industry on a sound footing and developing it into a medium of education and healthy entertainment. The report divided into ten chapters, traces the history of film industry in India; the legal or quasi-legal regulations which bind the film business; and the distribution, extension and supply of raw material and equipment. A whole chapter is devoted to discussing the film as a medium of communication and

its effects on various categories of audiences. The factors adversely affecting the Indian film industry and measures for improvement are discussed in the last two chapters.

384. **INDIA.** Ministry of Information and Broadcasting. Publications Division
Children's films (a symposium). Delhi, 1955. 39p.

Report of a symposium on children's films organised by the Government of India, Ministry of Information and Broadcasting in New Delhi on October 11, 1954. The booklet in addition to a brief report of the symposium which discussed purpose, problems and prospects of children's films in India, includes extracts of broadcasts on All India Radio by film specialists on the subject: role of children's film, its definition and social importance.

385. **INDIA.** Ministry of Information and Broadcasting. Publications Division
Historical and biographical films: a symposium. New Delhi, 1956. 31p.

Collection of papers read in the symposium held in Delhi, on 22nd December, 1955 in connection with the state awards of films in 1955. Film producers and academicians discuss the difficulties in making historical and biographical films, and the criticism against such films produced in India. An attempt is also made to define such films.

386. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Children's film movement. New Delhi, 1955. 4p. (Background to the news.)

Discusses the problems associated with the production and distribution of special films for children. The paper also provides information on various children's film festivals organised in India and the steps taken by the government to help the children's film movement.

387. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Film clubs and societies. New Delhi, 1960. 4p. (Background to the news.)

Discusses the film society movement in India and in other foreign countries like Britain, Canada, USA and the Union of South Africa. The paper stresses the need to establish a federation of film societies in India. It states that the University Grants Commission has approved a scheme for establishing film clubs for students in the universities and colleges, in order to foster a critical appreciation of film and film technique.

388. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Indian cinema in retrospect. New Delhi, 1969. 9p. (Background to the news.)

Gives the history of the development of the Indian cinema. States that the first feature film was made by D.G. Phalke in Bombay in 1913, and the first film company formed in Calcutta in 1917 by J.F. Madan. Era of silent films came to an end in 1931 as a result of the sound factor in the production of films and new companies came into being. Also throws light on the post-independence developments, agencies for promotion, relationship of the industry with the government, international contacts etc.

389. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Indian documentaries. New Delhi, 1960. 7p. (Background to the news.)

Discusses the documentary film movement in India which started in 1940, and its development since then. It provides statistical figures in respect of number of documentary films produced per year, weekly newsreels released by the Films Division and distribution of documentary films and newsreels in India. Information concerning various awards given to various documentaries since 1949 is also given.

390. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Indian film industry. New Delhi, 1956. 7p. (Background to the news.)

Briefly traces the history and development of the Indian film industry since 1896. Import and export of films, formulation of a Central Cinema Board and a Cinema Advisory Committee by Rangachari Committee, appointment of Patil Committee in 1949 and recommendations by it are some of the topics discussed in the paper. Information concerning exhibition of selected documentaries abroad in film festivals, film conferences, films awards and legislation is also included.

391. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Indian films in Pakistan. New Delhi, 1962. 5p. (Background to the news.)

The paper seeks to discuss the arrangement between India and Pakistan for exchange of films between the two countries.

392. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Raw film. New Delhi, 1962. 4p. (Background to the news.)

Highlights the difficult situation in respect of availability of raw film in India. The paper states that India, despite being one of the three leading producers of feature films, is entirely dependent on imports for the supply of raw film. Estimated requirements of the industry in various years are

given. Some of the steps taken to meet the situation such as the restriction on imports, curb on length and regulated distribution are also mentioned.

393. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
State awards for films in India. New Delhi, 1962. 5p. (Background to the news.)
Gives all the information concerning awards — annual prizes awarded for the best picture, best acting, best technical effort. Awards to the best movie of the year are given in the categories of feature, children's documentary, educational films and filmstrips. Eligibility for the awards, method of selection etc., are given alongwith the tables listing films awarded since 1953.

394. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Third International Film Festival of India. New Delhi, 1965. 5p. (Background to the news.)

Discusses the Third International Film Festival held in India in 1965. The paper delineates the objectives of the festival, rules of entry of films and provides a list of feature films both foreign and Indian entered for the competition. It also mentions the name of the jury and various awards given.

395. **INDIAN Institute of Mass Communication**
Audience reaction to films screened in villages: a report on a study of impact of documentary films in Tamil, Hindi and Bengali. New Delhi, 1969. 77p.

The survey conducted during 1968-69, determines the extent of understanding of the theme by the audience, their comprehension of the story, including their reaction to the film. The study was carried out in twenty-four villages, in three language regions where adults and children of both the sexes constituted the sample. The sample was divided into viewers and non-viewers and both were interviewed for data collection. Findings of the study are divided into five chapters each representing the five films shown to the respondents. General reaction to the film, comprehension of the film theme and story and appreciation and understanding of the respondents are listed.

396. **INDIAN Institute of Mass Communication**
Documentary films in national development. New Delhi, 1968. 161p.

Report of a seminar on "The Role of Documentary Films in National Development" held in New Delhi on May 1-4, 1967. The fourteen papers presented discuss various aspects of documentary films such as production, distribution, exhibition, its role in various fields including agriculture and education. Some of the recommendations called for allocation of more funds, need for the study of comparative cost of having TV throughout the country and the film and

its dictribution in rural areas, establishment of a film board and association of the private sector in documentary film development.

397. **INDIAN Institute of Mass Communication**
Whither Indian films? New Delhi, 1967. 34p.

Report of the round table held in Vigyan Bhavan, New Delhi on 11 October, 1967. The seminar seeks to determine the direction in which the Indian film is going and discusses the direction and the purpose which should guide its production. It was addressed by journalists, film critics, film actors, film producers, academicians etc. The speakers pointed out the drawbacks of the Indian films and suggested ways to improve the industry.

398. **INDIAN Motion Picture Producers' Association**
IMPPA silver jubilee souvenir 1938-1963. Bombay, 1963. 17p.

The souvenir includes articles on various organisations of the Indian film industry, film industry's contribution to national development and national emergency. Various statistical figures about the film industry of India are also given.

399. **JAIN, Rikhab Das**
The economic aspect of the film industry in India. Delhi, Atma Ram, 1960. 327p.

This Ph.D. thesis, submitted at the Agra University took seven years to complete. It analyses the multifarious social, economic and commercial aspects of the industry. Its growth from 1930-1960, organisational structure, employment, finance, marketing, working conditions, investment, taxation, relations with government etc. are described. A comparative analysis with the film industry in certain other countries is also included.

400. **KOTHARI, M R**
Influence of film strips on changing opinion. Baroda, M.S. University, 1963. 163p. thesis (M.A.)

Four kinds of film materials were selected for this study carried out on school students. Data were collected by using a questionnaire. Findings revealed that presentation of film materials differed from each other. It was observed that commentaries, visuals and auditions were the major factors which determined the impact.

KUMARI, P
Films in education see **701.**

MITTAL, D S
Impact of cinema on school children see **801.**

NAIK, M K
An enquiry regarding the place of public cinema in the life of boys attending secondary schools see **804.**

PATI, Pramod
Films as means to promote family planning education and instruction see 572.

401. **PUNJAB.** Public Relations Department
Public state children's film committee progress report 1959-60. 17p.

402. **RAHMAN, Saulat**
Some aspects of the use of film in social communication. New Delhi, Indian Institute of Mass Communication, 1973. 18p. mimeo.

Paper presented at the Seminar on the Role of Film in Development held in Delhi on November 16 and 17, 1973. Based on her research and experience in the field of rural and educational films, the author discusses the inadequacy of film screening facilities in school and rural areas of India, the power of the film, planning for films and the necessity of new kinds of films.

RANGOONWALLA, Firoze
Indian film index see 6.

RANGOONWALLA, Firoze
Indian filmography see 7.

403. **RANGOONWALLA, Firoze**
75 years of cinema in India. New Delhi, 1973. 7p.

RAO, Satyanarayana K
A study of the differential impact of lecture and film on farmer's knowledge see 590.

404. **RAY, R M** ed.
Film seminar report. New Delhi, Sangeet Natak Academy, 1956. 271p.

Proceedings of a seminar organised by the Sangeet Natak Academy in New Delhi from 27 February, to 4 March, 1955. The seminar sought to discuss the asthetic and cultural aspects of the film. In addition, the technical, social and economic aspects were also discussed.

405. **REPORT on International Film Festival.** [1969]. 6p.

The field survey conducted on 25 December, 1969, sought to assess the extent of awareness and viewing of films exhibited during the Fourth International Film Festival held in Delhi. It used structured questionnaire for data collection. Findings revealed that almost all the respondents were aware of the festival but seventy percent of them did not see any film. Viewing was found to be high among the younger and more educated group. Three-fourths of the respondents were not in favour of showing uncensored films. A large majority of the respondents who saw the films wanted the festival held every year.

406. SETON, Marie
The film as an educational force in India. New Delhi, Ministry of Education, 1956. 41p. (Culture in education series no.3)

Impressions of the author on the subject of film appreciation and the educational value of specific films and her experiment with children and villagers.

407. SETON, Marie
Portrait of director Satyajit Ray. London, Dobson Books, 1971. 350p.

A biography which depicts the life of Satyajit Ray, the only Indian film director with an international reputation.

408. SHAH, Panna
A social study of the cinema in Bombay. Bombay, University of Bombay. 867p. thesis (Ph.D.)

Questionnaires were circulated among members of the film industry, and the student community of Bombay. It was found that Indian films were incapable of catering to the growing needs of the vast population because of the disorganised and chaotic state prevailing in the industry. The need for pooling together the technical resources for the sake of economy and efficiency was stressed.

SINGH, Lal
Effectiveness of films in disseminating knowledge of improved agricultural practices see 622.

SRIVASTAVA, R C
A study of the relationship between the picture houses and truancy amongst the school children of Agra City see 821.

409. SUBRAMANYAM, S
An economic survey of the film exhibition industry in the twin cities of Hyderabad and Secundrabad. Hyderabad, Osmania University, 1959. 94p. thesis (M.A.)

The results of the survey indicate that film exhibition in the country as a whole is reduced almost to a state of asphyxia by numerous laws and regulations. Employees are not entitled to any leave although they are paid for holidays. Innumerable anomalies in the tax laws have resulted in tax evasion. As incomes are bound to rise in a developing economy, a part of it is bound to flow into the exhibition industry.

410. WEST Bengal. State Film Enquiry Committee
Reports of the West Bengal State Film Enquiry Committee, 1962-1963. Calcutta, 1969. 127+89p.

The report gives an overview of the state of films in foreign countries, particularly in the west, and describes their production methods. After a historical account of

Indian films in general since 1896, the report examines in detail the state of the film industry in West Bengal. It discusses its problems and recommends measures for improvements.

IX. AUDIO-VISUAL MEDIA

411. **AHLUWALIA, S L**
Displays and exhibits for national emergency. New Delhi, National Council of Educational Research and Training, 1964. 28p.

A profusely illustrated manual that discusses various aspects of arranging displays in schools. A major part of it is devoted to descriptive details of display on the Himalayas. The manual is a guide to the secondary school teachers, students and audio-visual workers.

412. **AHLUWALIA, S L**
Speaking and writing about films and TV with special reference to educational films. New Delhi, National Institute of Education, NCERT, Department of Teaching Aids, [n.d.]. 98p.

A draft of the manual on script writing for educational films and TV. Other aspects of educational films are also discussed.

413. **AHLUWALIA, S L**
A study of the use and preparation of audio-visual aids in community development training centres, by S.L. Ahluwalia and S.K. Sharma. New Delhi, National Council of Educational Research and Training, 1963.

A study to assess the utilisation of a variety of audio-visual materials in community development and social education training centres. Data were collected through a questionnaire administered to the staff of 21 orientation and social organisers training centres, extension education institutes and extension departments all over the country. The survey revealed that the institutions utilise inexpensive aids such as flannelgraphs, posters, charts, displays, puppets etc.

414. **BABEL, K S**
Effectiveness of non-projected visual aids in communication of ideas. Udaipur. Rajasthan College of Agriculture, 1963. 193p. thesis (M.Sc.)

Using the techniques of stimulus and T and F tests, the investigation done in village Kanpur in Udaipur (Rajasthan), seeks to test the hypothesis that non-projected visual

aids as group media are effective in communicating ideas to rural adult farmers under village conditions. Results indicate that repetition of exposure to the aid contributes to learning. The most effective aids are charts followed by flashcards, flannelgraphs and chalkboards.

415. **BEDI, Gur Pratap Singh**
An experimental study of effectiveness of some non-projected visual aids in young farmers training course at Punjab Agricultural University Ludhiana. Ludhiana, Punjab Agricultural University, 1971. 66p.

The effectiveness of the non-projected aids was measured in terms of variation in gain of knowledge, association between the characteristics of trainees and gain in knowledge and variation in extent of time for the use of aids. Forty trainees constituted the sample. An experimental approach on the pattern of randomised block design was employed in the study. Findings indicated that the board was more effective in communicating messages than charts and literature.

416. **CHAKRABARTI, Sujit K**
Audio-visual education in India. Calcutta, Oxford Book Company, 1967. 284p.

This book outlines the importance of audio-visual media in extending qualitatively better and cheaper education to the large number of Indian masses. It includes the most ancient as well as the most modern media of audio-visual education in India. Various types of aids, their special role and the conditions under which they can be used with maximum advantage are also discussed.

417. **EBRIGHT, Donald F**
The audio-visual handbook for India; a symposium. Mysore, Wesley Press and Publishing House, 1950. 215p.

The book discusses the theory and practice of audio-visual aids. It presents to the missionaries in India the basic tools and fundamental techniques necessary for communication of the Christian message in church and school, village and city, hospital or social institution. It includes 38 contributions from experts on almost all the mass communication media.

418. **GOPALA Krishna, Rao V**
Evaluation of certain selected visual aids with regard to their characteristics from farmers' point of view. Hyderabad, Andhra Pradesh Agricultural University, 1970. 121p. thesis (M.Sc.)

This study was carried out in Budnel village of Rajindernagar block in Andhra Pradesh using an interview schedule for data collection. Findings indicate that posters having small captions with three words and non-technical words are easily understood. Correct placement in the case of

chart facilitates better understanding of its subject matter. For flashcards the ideal size is considered to be 8 x 8 inches, but technical terms are hard to understand and almost similar result is obtained in the case of flannelgraphs. The other factors which are important in the preparation of audio-visual materials are use of local dialects, realistic and proper columns and symbols.

419. **INDIA.** All India Radio, Calcutta
Survey on outdoor publicity by DAVP (Directorate of Audio-Visual Publicity) in Calcutta on the theme of "non-violence" during September, 1970. Calcutta, Audience Research Unit, AIR, 1970. 6p.

A study to assess the extent of awareness of the display of posters, to measure the recall of messages by the respondents and to identify the sources of their information. Questionnaire technique was used for data collection. Findings revealed that majority of the respondents recalled having seen the posters, recall being higher among men. Most of them could identify the messages conveyed and welcomed the idea of similar campaigns in the future. Posters carrying the photograph of Subhash Chandra Bose, followed by Vivekanand, Rabindranath Tagore and Indira Gandhi were remembered by most of the respondents.

INDIA. Ministry of Education
A short report of the audio-visual educational seminar organised at Delhi May-July 1954 see 689.

INDIA. Ministry of Education. Bureau of Education
Proceedings of the audio-visual education conference held at New Delhi in October, 1951 see 690.

INDIA. University Grants Commission
Audio-visual aids in higher education see 692.

420. **INDIAN Institute of Mass Communication**
Survey of visual communication in India: organisation and set up in state governments. New Delhi, 1973. 34p.

Out of thirty states and union territories, the survey covers nine states. It provides information on organisation for the production of visual material, production programme, distribution of the material, material received from the central government, coordination in production, film production, evaluation, organisation and training.

MANIKYAM, K G
Audio-visual aids and techniques for speeding up of India's free educational progress see 704.

421. **MOHANTY, Bibhuti Bhushan**
A handbook of audio-visual aids. Allahabad, Kitab Mahal, 1962. 261p.

This book explains the relationship of visual and audio-aids to learning. Includes discussions on projected and

non-projected aids, their role in education and community development programmes, the techniques of organising audio-visual programmes and research and evaluation of the aids. Analysed also is the 'Cone of experience' developed by Edger Dale of Ohio State University, USA and correlated with many familiar examples.

422. **NAIDU, Vijaykumar J**
Audio-visual mobile units and the church in India: a survey. Bombay, Communications Co-ordination Centre, 1973. 150p.

This book provides comprehensive information on the Audio-Visual Mobile Unit Apostolate of the church in India. Information in respect of number of units, their location, the areas covered by the units, the material used by them, their effectiveness and efficiency is also provided. In addition to information on the use of audio-visual aids by churches and other missionary schools, a chapter is devoted to discussion on the use of audio-visual aids by the Government of India and other state governments.

PAUL, Dharam
An evaluative study of various audio-visual aids used by agricultural extension officers and village level workers in disseminating agricultural information in Punjab see 574.

423. **RAHMAN, Saulat**
Response to visuals in posters. New Delhi, Indian Institute of Mass Communication, 1971. 279p.

Using interview technique with the help of a questionnaire, the study attempts to investigate the process of visual perception; the influence of the written matter on comprehension and meaning; reaction to different visual techniques and assessment of their effectiveness; relationship between education and experience and meaning associated with the visuals. Findings in regard to each poster covering the above variables are discussed in ten chapters each covering one poster.

RAO, C S S
Effectiveness of audio-visuals in diffusing information and acceptance of approved agricultural practices see 587.

424. **RAO, J Sham Sunder**
A study of certain characteristics of selected audio-visuals in communication. Hyderabad, Andhra Pradesh Agricultural University. 88p. thesis (M.Sc.)

An investigation carried out in a selected village of Rajendranagar Panchayat Samithi block of Hyderabad district, Andhra Pradesh, to study the characteristic features of posters and leaflets that contribute to their effective communication. The study was done in two parts. In the first part six selected aspects of four posters were studied while the second part studied eight selected cha-

racteristics of three leaflets in communication. Findings indicated the preferences of the respondents in terms of size of posters and leaflets, size of letters and captions, captions, type of illustrations and colours. The 'attention getters' for both posters and leaflets are also indicated.

425. **RAO, P Rama Mohan**
Relative effectiveness of selected audio-visuals in teaching farmers about folear spray of urea on wheat crop. New Delhi, Indian Agricultural Research Institute, Division of Agricultural Extension, 1964. 47p. thesis (M.Sc.)

This study was conducted in sixteen villages of Kanjhawala block of Delhi territory. Results showed that filmstrips, flannelgraphs, photographs and flashcards were superior to lectures in imparting knowledge but samples, filmshows and tape-recordings were as effective as lectures. In the area of retention of knowledge, filmstrips, flannelgraphs, flashcards, photographs and filmshows were superior to lectures while samples, tape recordings and lectures were equally effective. For imparting knowledge the most effective aids were filmstrips and flannelgraphs while filmstrips aided retention of knowledge.

426. **RAO, Sundershan B V**
Development of score cards for evaluating certain selected visual aids. Hyderabad, Andhra Pradesh Agricultural University, 1970. 47p.

The study was conducted in four villages of Rajendranagar block of Andhra Pradesh. The specialists and farmers were assigned different scores for measuring the content validity of the aids. There was, however, no difference in the reliability scores among the two categories of the respondents.

427. **REDDY, B Narotham**
Relative effectiveness of certain selected visual-aids for popularising paddy high yielding varieties. Hyderabad, Andhra Pradesh Agricultural University, 1968. 53p. thesis (M.Sc.)

This study was carried out in Rajendranagar development block to study the effects of education, age and size of holding, in understanding the message through visual aids and farmers' opinions about them. Data were collected through an interview schedule. Findings revealed that teaching through visual aids was more effective than oral communication. Flashcards were found to be more effective and a positive correlation was found to exist between educational level and knowledge about the aids.

428. **SHAIKH, S S**
Development of audio-visual aids in India. Bombay, Bombay University, 1954. thesis (M.Ed.)

The objective of the study was to trace the development of audio-visual aids in India and to compare the position with that of fifteen foreign countries. Data were collected from various published reports and replies to a

questionnaire from the States. It was found that the main obstacle to development was shortage of finance. Suggestions for improvement included training of teachers in the use of audio-visual aids, manufacturing projectors, and preparing charts and posters.

429. **SHARDA, H C**
Effectiveness of AV aids in adoption of improved agricultural practices. Udaipur, Rajasthan College of Agriculture, 1970. 322p. thesis (M.Sc.)

This study which was done in 1969 in ten villages of Udaipur attempts to determine the existing knowledge of the farmers with respect to improved agricultural practices, the effect of exposure to five audio-visual aids on the increase in and retention of their knowledge and relative effectiveness of demonstrations, films, filmstrips, flashcards and lecture methods. The findings of the study include information on relative effectiveness of the audio-visual aids on the increase in and retention of knowledge of the farmers in respect to adoption of improved practices for the cultivation of wheat and maize crops.

430. **TAHIR, S A**
Education through the eyes. Bombay, Office of the Educational Adviser to the Government of Bombay, 1950. 44p.

The brochure documents the activities of the Education Department of the Government of Bombay in the use of audio-visual material for children and adult education.

431. **THAPAR, Romesh**
Visual aids in fundamental education and community development. Paris, Unesco, 1959. 36p. (Unesco. Reports and papers on mass communication no.27).

Report on the second Unesco Seminar on Visual Aids in Education held in New Delhi in 1958. Discussion is devoted specifically to the role, organisation, production, distribution, utilisation, and evaluation of visual aids in South and Southeast Asia. Also covers discussion on the use of drama, radio, and television in fundamental education and community development.

432. **VERMA, S S P**
Relative effectiveness of lecture and its combinations with chart and group discussions. Sabour Bhagalpur. Bihar Agriculture College, 1966. thesis (M.Sc.)

Techniques for data collection used in the study include lecture meeting, lecture meeting combined with chart and lecture meeting combined with chart and group discussion. It was found that the most effective method was the combination of lecture meeting, chart and group discussion. Differences in gain of knowledge due to different combinations of teaching methods were found to be minimised by increasing the level of education and number of exposures.

X. TRADITIONAL MEDIA

433. **BANERJI, Projesh**
Folk dances of India. Allahabad, Kitabistan, 1959. 206p.

The book is a product of an extensive survey on folk dances throughout India. The author deliberately selects the most important folk dances of India and arranges them dance-wise (and not province-wise) to show their characteristic differences and peculiarities. The descriptions of the atmosphere prevailing at the various dance festivals are also given.

434. **INDIAN Institute of Mass Communication**
Badhte Qadam: an evaluation. New Delhi, 1973. 25p.

The study aims to determine the entertainment value and effectiveness of 'Badhte Qadam' as a medium of mass communication. This was a sound and light programme depicting the main landmarks in the history of modern India beginning with the pre-British period. Results indicated that the respondents came to know about the programme through friends, colleagues, newspapers and relatives in descending order. Majority of the respondents found the programme either very 'entertaining' or 'entertaining' and considered it as a very effective medium of communication.

435. **IYER, K Bharatha**
Kathakali the sacred dance drama of Malabar. London, LUZAC, 1955. 136p.

The book provides information on the subject of 'kathakali' on which very little has been written so far. The dance drama is still a living tradition of the people of Malabar on the Western coast of India. The author depicts this unique art in its evolution to a highly distinct art form within the cultural and social framework of the coastal people of Kerala.

436. **MATHUR, J C**
Drama of rural India. Calcutta, Asia Publishing House, 1964. 121p.

The book is a result of an extensive survey of traditional drama, practised in the villages of India. The narration covers the places of performance, pattern of stage, the social purposes behind the themes, music and dances involved in these dramas. The reasons for their survival even in the present cinema age are discussed. A separate chapter is devoted to puppet drama.

437. **PILLAI, N N**
Traditional theatre and modern communication. 9p. mimeo.

Paper presented at the Seminar on Traditional Media of Communication organised by the Indian Institute of Mass

Communication at New Delhi on 20-21 August, 1968. The author feels that as a result of the mass media revolution, the traditional forms of art and communication suffer. Discusses in general, the importance of traditional media, and how traditional theatre which has the inbuilt feature of group discussion and social validation can be usefully employed for developmental communication.

438. SAMAR, D L
Use of traditional media for communication. 16p. mimeo.

Paper presented at the Seminar on Traditional Media of Communication organised by the Indian Institute of Mass Communication in New Delhi on 20-21 August, 1968. Discusses the role of traditional forms of communication for eradication of national and social problems. The author feels that puppetry can play a very important role.

439. VAISHNAV, P D
A comparative study of the children's theatre movement in the United States of America and the USSR with some suggestions useful to India. Bombay, Bombay University, 1959. thesis (M.Ed.)

The study describes children's theatre, delineates its importance, and traces its history in the United States from 1776. Based on published literature on this subject in English and Gujarati, it discusses the possibility of improving speech and language through theatre including the advantages of drama.

XI. NEWS AGENCIES

440. GOENKA, Ramnath
India and news services. By Ramnath Goenka and S. Sadanand. Bombay, 1945. 20p.

Memorandum for consideration by the special general meeting of the Indian and Eastern Newspapers' Society (IENS) convened to meet in Bombay on April 3, 1945. It provided data regarding the working of news agencies in some countries and stressed the need for a news agency owned and controlled by the Indian press. It also outlined proposals in regard to its structure, functions and finances.

SRINIVASAN, C R
The press and the public see 135.

441. UNITED News of India Ltd.
UNI ten years, 1961-71. New Delhi, 1972. 320p.

A souvenir published by United News of India on the completion of ten years of its operation as one of the

major news agencies in India. It provides a brief history of its growth since 1961. Many suggestions for improving the working of the Indian news agencies have been made by various leading editors and senior journalists.

XII. LAW OF MASS COMMUNICATION

442. **ADHIKARI, Gautam**
Press councils; the Indian experience. New Delhi, Press Institute of India, 1971. 69p.

A chronological record of the growth of the Press Council in India with a study of its performance. It also considers the importance and necessity of press councils for freedom of the press and their benefit to the public. A chapter is devoted to the discussion on press councils of some other countries.

443. **BEOTRA, B R**
Law of cinematograph (Central and States). Allahabad, Law Book Co., 1965. 379p.

Collection of acts and rules with a synopsis and commentary.

444. **HIDAYATULLAH, M**
Parliamentary privileges, the press and the judiciary. New Delhi, Institute of Constitutional and Parliamentary Studies, 1969. 33p.

Address delivered at a seminar on 'Parliamentary Privileges and their Codification'. In addition to discussion on the judge's role, the role of the judiciary and press in the event of a direct clash between parliament and citizen is analysed. The examples quoted are from actual situations of many countries including India. The discussion revolves round the need for exercise of restraint on the part of the press when it deals with the parliament.

445. **INDIA**. Ministry of Information and Broadcasting
Report of the Advisory Committee on the Press Council, 1968. New Delhi, 1968. 44p.

Gives background of the suggestion for the establishment of the Press Council in 1954, its full establishment in 1966, its members, powers and functions. It also discusses the need for the establishment of a new press council, its composition and regional councils. Committee's conclusions and recommendations regarding the selection of a chairman and establishment of the new council at the expiry of the term of the present council are discussed.

446. **INDIA**. Ministry of Information and Broadcasting. Research and Reference Division

Consideration of Press Commission's report by Rajya Sabha. New Delhi, 1955. 3p. (Background to the news.)

The paper discusses the recommendations made by the Press Commission in respect of the appointment of a Registrar of Press and setting up of a press council. It highlights the recommendation of the Press Commission which suggests that in the Industrial Disputes Act the word 'Employee' should include working journalists as well as other employees of the newspaper on the managerial side.

447. **INDIA**. Ministry of Information and Broadcasting. Research and Reference Division
The Press Council, New Delhi, 1966. 7p. (Background to the news.)

Discusses the Press Council of India after one year of its existence. The paper highlights the main objectives of the Council, its history, objectives, status and powers. It also states that the Council has the power to requisition documents and receive evidence on affidavits.

448. **INDIA**. Press Laws Enquiry Committee
Report. Delhi, Manager of Publ., 1948.

449. **INDIAN and Eastern Newspaper Society**
Problems of the newspaper industry in India. New Delhi, Indian and Eastern Newspaper Society, 1957. 59p.

A statement on the consequences of the Working Journalists (Conditions of service) and Miscellaneous Provisions Act, 1955 and the decisions of the Wage Board. Highlights the implications of the 'Working Journalists Act', constitution and representation of the Wage Board, independence of press and the future of press in India.

450. **MINATTUR, Joseph**
Freedom of the press in India: constitutional provisions and their application. Hague, Martinus Nijhoff, 1961. 136p.

The book examines the freedom of the press in India (in normal times), constitutional provisions in this direction, and statutory provisions relating to its freedom. It also suggests certain amendments to be made in the provisions.

451. **PRESS Council of India**
Annual report. 1966- . New Delhi, 1967- .

Annual report of the Press Council of India established to 'preserve the freedom of the press and maintain and improve the standard of newspapers and news agencies in India'. In addition to reviewing the work of the council during the preceding year the report provides information on the complaints made by the newspapers against the government and others and complaints made against newspapers including the decision of the council on it.

PRESS Institute of India
The press and the law see 109.

452. **SEN, P K**
The press, publications and copyright laws of India. Calcutta, M.C. Sarkar, 1958. 134p.

Provides explanations with short notes and summaries of the acts passed in India on press publication and copyright laws. The contents include (1) the Press and Registration of Books Act 25 of 1867; (2) Registration of Newspapers Central Rules; (3) Parliamentary Proceedings (Protection of Publication Act) 24 of 1956; (4) Delivery of Books and News (Public Libraries Act) 27 of 1954; (5) Newspapers (Price and Page Act) 45 of 1956; (6) Working Journalists (Conditions of Service Act) 45 of 1955. Working Journalist Condition of Service and Miscellaneous Provision Act Rules. Prize Competition Act 42 of 1955. Drugs and Magic Remedies (Objectionable Advertisements Act) 21 of 1954. Rules under — above — Young Persons Harmful Publication Act 93 of 1956. The Copyright Act 14 of 1957, Universal Copyright Convention.

453. **UMRIGAR, K D**
Journalists and the law. Allahabad, Law Book Company, 1969. 262p.

The author discusses various legal provisions, commission reports and existing conditions of the press in UK, Pakistan, Japan, Ghana, Iran, USA, Poland, Rhodesia and Germany. In the appendix the author explains the provisions of various Indian enactments on the subject.

454. **UNITED News of India Ltd.**
Fact sheet on the Press Council of India, New Delhi, 1970. 25p. (UNI backgrounder, v.2, no.44. 29 October, 1970).

This fact sheet provides the history, constitution, functions and activities of the Press Council of India which was established to preserve the freedom of the press and maintain and improve the standard of newspapers in the country. It discusses the Newspaper Finance Commission, Press Commission, Press Council Bill and the proposed new bill to revive the Press Council. A glimpse of the working of the press councils of Europe and Britain is also provided.

XIII. COMMUNICATION IN DEVELOPMENT

455. **AGHA, N A**
Communication in India's community development programme. Quezon City, Institute of Mass Communica-

tion, University of the Philippines, 1970. In International Seminar on Communication Strategies in Community Development, 3rd, Quezon City, 1970. [Papers] Quezon City, 1970. 9p. mimeo.

The paper outlines the objectives of the community development programme in India and attempts to correlate its success to the function of communication media. Lists the various modes of communication and suitability of a particular medium of communication that would vary from person to person and from village to village.

456. AKHOURI, M M P
Relative effectiveness of some of the extension teaching methods in relation to age, education and size of holding of farmers. Sabour, Bhagalpur, Bihar Agricultural College, 1962.

Out of the many extension methods used 'farm and home visit' was found to be the most effective, followed by group discussion. Age had a positive effect, the extent of learning decreasing with the increase of age beyond 45 years.

457. ALL India Institute of Hygiene and Public Health, Calcutta
Action-cum-research family planning programme at Singur. [n.d.]. 5p. mimeo.

Paper presented at the Family Planning Communication Action Research Workshop. Deals with a rural community of Gopal Nagar. Very little communication is noted between the husband and wife. Group situation is found to be useful in breaking the factor of shyness. Educated staff members are found to be suitable for group meetings. Of all the materials used for education, flashcards and wall calendars are the most useful. Film shows play a limited role. Personal contacts at small group level, supplemented by printed mass media are found to be a highly effective method of communication.

458. AMBASTHA, C K
An investigation into the factors affecting efficient functioning of extension personnel at the block level. Sabour, Bhagalpur, Bihar Agricultural College, 1969. thesis (M.Sc.)

Rating, ranking scales and mailed questionnaire were used for data collection. In case of Block Development Officers (BDOs) and Block Agricultural Officers (BAOs) no significant association between attitude and tenure in service was observed. In general, village level workers, as well as BDOs and BAOs considered most of the principles of community development as important, but did not apply them extensively.

459. ARORA, S
Study of diffusion process gathering information, decision-making and spreading further information among the acceptors of IUCD in a government colony. New Delhi, Delhi University, 1966. thesis (M.A.)

The sample for the study consisted of 70 women who accepted IUCD from a government dispensary in Laxmibainagar (New Delhi) during April, 1965 to November, 1966. Structured interview method was used for data collection. The medical sources played a prominent part at the awareness stage. At the decision-making stage, however, husband-wife communication played an important role in addition to the neighbours.

460. **BAINS, Hardyal Singh**
An investigation into the procedures adopted by village level workers while conducting an agricultural fertilizers result demonstration in a selected district Jullundur of Punjab State. Ludhiana, Punjab Agricultural University, 1965. thesis (M.Sc.)

A total sample of 103 village level workers (VLWs) were selected from 12 blocks in Jullundur district. The data were collected through interviews with the help of questionnaires and schedules. The findings include information on the extent of VLWs' knowledge about result demonstration methods and factors responsible for improper application of the procedures by them.

461. **BEHERA, C**
A study on the impact of national demonstration on the diffusion of improved farm practices. Bhubaneswar, College of Agriculture, 1973. 86p. thesis (M.Sc.)

Data were collected through interview schedules. Findings show that the execution of national demonstration is not satisfactory. The officials are interested in the objectives of the demonstration but lack of proper planning, cooperation from the block officials and supply of inputs are the main weaknesses of the programme.

462. **BERTHAKER, Biranda Nath**
Communication and social change. Dibrugarh, Dibrugarh University, 1970. 90p. thesis (M.A.)

A study to determine the influence of communication in rural population with special reference to radio and newspaper. It was carried out in Charigaon village of Sibsagarh district and employed interview and participant observation techniques for data collection. Findings indicate that for the younger generation, radio and newspapers are the main media of communication in the village, followed by cinema. Specific examples of the impact of mass communication in a village situation include change in social institutions and social relations, adoption of improved agricultural methods and health practices and attitude change.

463. **BHANDARI, Jaswant Singh**
Effectiveness of method and result demonstration in teaching farmers the use of improved agricultural practices. Udaipur, Rajasthan College of Agriculture, 1964. 167p.

The main objective of the study is to test the hypothesis that demonstrations as a group media are effective in communicating ideas to rural adult farmers. The study was done in 1963 in village Daroli of Panchayat Samiti Girwa in Udaipur district. Twenty-five farmers who constituted the sample were exposed to the demonstration method. The increase in their knowledge was later measured with the help of a specially developed instrument.

464. **BHATIA, Brajesh**
Communication methods and aids: draft manual for family planning workers. New Delhi, Information and Audio Visual Division, Central Family Planning Institute, 1964. 23p.

465. **BHATIA, Brajesh**
Family planning information programmes at the local level. In **Family planning news, 6(12), Dec. 1965, 4p.**

Pointing out the present sporadic and uncoordinated nature of the family planning information programme, the author stresses the need for developing an information diffusion system at the district or local level. Contained also are some solutions by the author.

466. **BHATIA, Brajesh**
Process and effects of mass communication. 13p. mimeo.

Paper submitted at the Fifth Family Planning Communication Action Research Workshop at New Delhi in April 1967.

467. **BHATIA, Brajesh**
A study in family planning communication-direct mailing by Brajesh Bhatia, D.C. Dubey and A.K. Devgan. New Delhi, Central Family Planning Institute, 1966. 19p.

The study was conducted in Umrain block of Alwar district. Some printed literature was sent to pradhans of 30 village panchayats. Later, a survey was carried out in five villages to evaluate the results. It was found that mailing the information activates the informal, personal and group channels of communication in the villages. The literature is helpful in bringing the issue to the surface and removes to some extent, the barriers hindering discussions on the topic.

468. **BHENDE, Asha**
Diagnostic study of the group discussion method in family planning programme, by Asha Bhende, Jahina Mehru and S.P. Mohanty. Bombay, Demographic Research Centre, 1968.

The objective of the study is to test the utility of the group discussion method in imparting knowledge of family planning methods and motivating the members for their acceptance and adoption. The study was made in February, 1966 in Bombay and the sample consisted of 39

mothers of nursery school children. Group meetings on family planning were held to find out how many members would commit themselves to try the methods. This was followed up later to find out how many fulfilled their commitment. It was found that group discussion is a useful method for motivating the women to adopt family planning practices.

469. **BHENDE, Asha**
A follow-up study of IUCD acceptors. Bombay, Demographic Training and Research Centre, 1966.

Paper presented at the Fourth Family Planning Communication Action Research Workshop at Lucknow in 1966. For data collection, 60 women who had taken IUCD in the action area of the project during the period of March, 1964 to September, 1965 were interviewed. Findings indicate that respondents get information about IUCD from friends and relatives, project staff and depot holders. About 90 percent of the women consulted their husbands while 22 percent had a discussion with other IUCD users. On an average each acceptor had spoken about IUCD to five women during this period.

470. **BOGUE, Donald J**
Some tentative recommendations for a 'sociologically correct' family planning communication and motivation program in India, 1960. 33p. mimeo.

Paper presented at a Conference on Research and Family Planning organised by Milbank Memorial Fund, the Population Council at New York on October 13-19, 1960.

471. **BRAR, Chetan Singh**
An evaluative study of agricultural demonstration centres in Punjab. Ludhiana, Punjab Agricultural University, 1967. 99p. thesis (M.Sc.)

Using mailed questionnaire and the interview methods, the study which was conducted in fourteen randomly selected blocks of Ferozepore, Ludhiana and Sisa subdivision of Hissar district in Punjab, seeks to find out the procedures adopted by the extension workers in setting up agricultural demonstration centres. It also studies their perception about the centres, difficulty in establishing them and their effectiveness in imparting information to the farmers. Findings indicate that the extension workers' perception is somewhat low even though their knowledge about factors responsible for demonstration is high.

472. **BUDDHA, Prakash**
A study of composite demonstration on wheat under package programme block, Hatharasi District, Aligarh (UP). Agra, R.B.S. College, Bichpuri, 1965. 93p. thesis (M.Sc.)

A study to determine the effectiveness of composite demonstration on wheat crop, reasons for non-adoption of

recommended practices and strong as well as weak points of composite demonstration. Interview technique was used for data collection. Results show that due to poor execution of field trips, farmers' participation is unsatisfactory.

473. **CENTRAL Family Planning Institute**
Draft report of the Fourth Communication Action Research Workshop. New Delhi, 1967.

This draft report provides several studies relating to different aspects of the family planning communication programme. The report is divided into several sections one of which deals with mass communication. One of its recommendations considers exhibitions as a potent source of information as revealed by several studies of exhibitions at Delhi, Lucknow and Bombay.

474. **CENTRAL Family Planning Institute**
Experiences with educational media used at Najafgarh Research-cum-Action Centre. New Delhi, 1958. 6p. mimeo.

475. **CENTRAL Family Planning Institute**
Family planning communication action research programme in the University of Kerala. 8p. mimeo.

Presented at the Fifth Family Planning Communication Action Research Workshop, Central Family Planning Institute, New Delhi, April 1967. Report of the pilot phase of the project which seeks to encourage eligible couples to visit the family planning clinic. The sample which was drawn from Ulloor Panchayat was divided into three groups. Each group was given a different treatment viz., house to house visit, letters and approach by local practitioners. Findings indicate that the most effective way of reaching eligible couples is house to house contact.

476. **CENTRAL Family Planning Institute**
Proposed for experimental research in family planning education and motivation through television. New Delhi, 1970. 8p.

The paper seeks to analyse a proposed research project which intends to discover effective ways to present family planning education to rural adults through television. It discusses the important role TV can play in the field of family planning in India and the experiences of another project in respect of programme setting, messages, collection of programme materials and soft ware aspects of production.

477. **CHAWDHARI, T P S** ed.
Selected readings on community development. Hyderabad, National Institute of Community Development, 1967. 100p.

The five readings deal with the less explored aspects of diffusion of agricultural innovations among the farming com-

munity in India. These include 1) community development as a means of organised social change; 2) communication pattern in the acceptance of agricultural practices; 3) psychological correlates and adoption of innovations; 4) status in consistency and modernisation in four Indian villages; and 5) adoption of agricultural practices in a peasant community in Orissa.

478. **CHOUDHARY, V N**
Relative effectiveness of selected extension methods and their combinations in relation to stages of adoption. Sabour, Bhagalpur, Bihar Agricultural College, 1967. thesis (M.Sc.)

Personal contact, group discussion, bulletin and their combinations were the methods used for data collection. A combination of all the three extension methods was found to be the most effective. Considered individually, personal contact was superior to the other two. Education seems to have significant influence on the effectiveness of different extension methods at different stages of adoption.

479. **DALEJ, Jagannath Bhagwan**
A study of extension methods influencing the introduction and saturation of improved seeds in intensive cultivation block. New Delhi, Indian Agricultural Research Institute, 1957. 71p.

One of the objectives of the study was to compare the relative effectiveness of extension methods. The study was undertaken in 1956-57 in eight Delhi villages under the intensive cultivation scheme. A prepared questionnaire was administered to the randomly selected sample of cultivators, for data collection. It was found that the highest percentage of cultivators were influenced by the result demonstration and the combination of result demonstration and neighbours' influence.

480. **DAMAN, Prakash**
A bunch of communication methods — cooperative teacher in focus. New Delhi, International Cooperative Alliance, Regional Office & Education Centre for South. 12p.

Paper emphasising the importance of communication in cooperative education and training, adult education, health education, farm guidance, family planning, and community development programmes. Also defines the qualities of a good 'cooperative teacher' and the factors influencing communication. Lists the benefits of audio-visual aids in teaching.

481. **DANDA, Ajit K**
Development and change in Basudha; study of a West Bengal village, by Ajit K. Danda and Dipali G. Danda. Hyderabad, Development, 1971. 132p. illus. bibl.

A study of the process of planned change in a village in West Bengal. Attempts to report in general terms the

various reactions of farmers in one village toward specific agricultural programmes. The study also attempts to describe the characteristics of adoptors and innovations which influence adoption and examines some aspects of the process of communicating modern ideas and practices to villages to see how this could be made more efficient.

482. **DEMOGRAPHIC Training and Research Centre, Bombay**
Impact of radio broadcast about IUCD. 8p.

Paper presented at the Fifth Family Planning Communication Action Research Workshop organised by the Central Family Planning Institute at New Delhi in April 1967. The project is based on a before and after survey of a group of 240 women in a locality of Bombay, majority of them being regular listeners of women's programme on the radio. A special programme involving interviewing of IUCD users was arranged. Results revealed that radio listening increased their knowledge score. The number of those who thought that IUCD caused disease was also reduced. About fifty percent of the women said they would share the information with others and about one-third of them said they would go in for IUCD. Almost all were favourable to receiving family planning information through the radio.

483. **DEMOGRAPHIC Training and Research Centre, Bombay**
Involvement of private medical practitioners in the family planning programme.

Paper presented at the Fifth Family Planning Communication Action Research Workshop organised by the Central Family Planning Institute at New Delhi in April 1967. The project involved 18 out of a total of 31 private doctors in Chembur area. The study of doctor's role consisted of disseminating information, advising clientele to adopt family planning, and in providing family planning services. The doctors are very active in the area of information dissemination. In all, 2,305 pamphlets were distributed by them during a period of 10 months. Their participation in the other two areas is inadequate.

484. **DESAI, M V**
Communication with rural India: a two-fold task. 1973. 12p. mimeo.

Paper presented at the Regional Conference on Communication and Change in Rural Asia organised by Asian Mass Communication Research and Information Centre, Singapore, in cooperation with the Institute for Social and Economic Change, Bangalore, on 27 August - 3 September, 1973. Mass communication in order to be more effective in inducing change, asserts the author, should be tailored to the needs of particular areas and audiences. It is suggested that media men should try to understand the goals and purposes of society and therefore, training should have priority over provision of more mass communication facilities.

DEVESH, Kishore
A study of effectiveness of radio as a mass communication medium in dissemination of agricultural information see 775.

DEY, Pradip Kumar
Relative effectiveness of radio and television as mass communication media in dissemination of agricultural information see 776.

485. **DHILLON, Joginder Singh**
An exploratory investigation into the attitudes of village level workers towards the programme of community development with particular reference to agricultural extension work. Ludhiana, Punjab Agricultural University, 1963. thesis (M.Sc.)

The investigation seeks to study the attitude of existing village level workers working in Intensive Agricultural District Programme (IADP) and non-IADP areas towards the community development programmes. The data were collected with the help of specially developed Likert type attitude scale. Findings reveal that the general attitude of the VLWs is favourable towards community development and agricultural extension programmes.

486. **DUBE, Shyama Charan**
India's changing villages: human factors in community development. 4th imprsn. London, Routledge and Kegan Paul, 1969. 23p. illus. bibl.

The response of village people to state sponsored development activities are analysed in this study of a community development project in Uttar Pradesh, India. The role of state officials as agents in the success of the programme, and of the traditional social and cultural factors governing the acceptance or rejection of new ideas and techniques are reviewed.

487. **DUBEY, D C**
Adoption of a new contraceptive in urban India: analysis of communication and family decision-making processes. Michigan, Michigan State University, 1967. thesis (Ph.D.)

A study of the acceptance of IUCD in three localities of New Delhi using five stages of diffusion. While husbands tend to use both the mass media and personal sources of information with varying degrees of emphasis at different stages, wives seem to maintain a consistent trend of heavy dependence on personal sources, especially of cosmopolite nature. It notes the presence of a high degree of inter-spouse communication before the acceptance and decision-making process and the influence of IUCD users in reaching a favourable decision about IUCD.

488. **DUBEY, D C**
Family planning communication studies in India: a review of findings and implications of studies on communica-

tions. New Delhi, Central Family Planning Institute, 1969. 96p.

The monograph is an attempt to pool together and sift the widely scattered findings of more than sixty family planning studies in India, revealing the specific role of communication in the projects. The study discusses the findings in four categories, viz., findings related to communicators, messages, different kinds of audience and responses to communication. Implications for programme implementation are summarised at the end of each chapter.

489. EAPEN, K E
Communication and rural development. Mysore, Department of Agriculture, 1970. 6p. mimeo.

Paper presented at the Agricultural Information Seminar-cum-Workshop, Munirabad, Raichur district. While pointing out the inefficiency of press and broadcasting, the author advocates the use of culturally compatible language in the transmission of new technology. Also suggests that both modern and traditional channels should be used.

490. FERTILIZER Association of India
Effectiveness of various fertilizer promotional media. New Delhi, 1973. 101p.

The booklet is a result of a comprehensive group discussion organised by the Fertilizer Association of India at Baroda on 22nd and 23rd January, 1973 on the effectiveness of various promotional media on the use of nitrogenous, potassic, phosphatic fertilisers by the farmers. The sole aim of these articles is to find an objective yardstick which will enable the assessment of the impact of various promotional media in the field of fertiliser marketing and their use.

491. FOOTE, Emerson
Observation and recommendations on mass communications in family planning. New Delhi, 1969. 27p.

The report reviews the existing mass communication system of the family planning programme of the Government of India. It recommends that the present mass media facilities should be properly examined with a view to providing new guidelines.

492. GHOSE, Sadhana
Nutrition education in mass communication campaign; a speech. In Asian Advertising Congress, 8th, Bangkok, 1972. Constructive role of advertising in Asia. Bangkok, 1972. 8p. mimeo.

493. GILL, S S
Training needs of village level workers with special reference to agricultural subjects in District Ludhiana. Ludhiana, Punjab Agricultural University, 1966. 85p. thesis (M.Sc.)

The study was conducted in Ludhiana community development blocks under the 'Intensive Agriculture Development Programme' (IADP). The data were collected by using a standardised questionnaire. Results indicated that there was an intensive need for preservice training of the village level workers in all aspects of agriculture, specially in such practical areas as live stock management and plant protection.

494. **GOPALASWAMI, R A**
Family planning outlook for government action in India. In **Clyde V. Kiser** ed., **Research in family planning. Princeton, Princeton University Press, 1962. p.67-81.**

The author considers it very difficult to organise systematic instruction for fathers regarding family planning. Mothers assemble in large numbers in institutions where conditions are especially suitable for their instruction. The only satisfactory way of reaching a large number of fathers seems to be through documentary films.

495. **GOVINDCHARI, A**
The role of extension education in family planning. In **Aspects of population policy in India. New Delhi, Council for Social Development, 1971. p.98-104.**

A paper presented at the National Conference on Population Policy and Programmes, December 19-23, 1969, New Delhi. Provides guidelines to the extension worker in the field of family planning and stresses the role of proper training in effective application of extension techniques.

496. **HAQUE, Syed Mohd Shamsul**
A study on communication of agricultural information and the extent of distortion occuring from district to village level workers in selected IADP district. New Delhi, Indian Agricultural Research Institute, 1970. 240p. thesis (Ph.D.)

A study to investigate the distortion of agricultural information in the Intensive Agricultural Development Programme (IADP) organisations in selected districts. Findings show that the IADP districts with a close liaison with some agricultural university or research institute, use more frequency channels than other districts for communicating the messages. Therefore, they have less distortion of messages. Extent of distortion increases with an increase in the number of ladders in the hierarchy of the organisation. 'Very new' messages seem to get more distorted than 'new' and 'old' ones.

497. **HAQUE, Syed Mohd Shamsul**
A study on communication of agricultural information and the extent of distortion occuring from district to village workers in selected IADP districts. Udaipur, Rajasthan College of Agriculture, 1970. 300p. thesis (M.Sc.)

The study which was done in 1969 attempts to deal with the problem of distortion of agricultural information in the Intensive Agricultural Development Programme (IADP) organisations in four selected districts of Punjab, Delhi, Haryana and Uttar Pradesh. It explores the relationship between distortion of information and factors pertaining to the communicator, message, channel and the receiver. Data were collected through interviews from 305 respondents selected from districts, blocks and villages. The findings of the study include information on the channels of communication, the extent of distortion at various levels and the factors which are responsible for the distortion.

498. **HIRA, Nand**
A study of extension methods used by block personnel for extending improved agricultural practices in the development block, Bichpuri, Agra. Agra, R.B.S. College, 1965. 103p. thesis (M.Sc.)

The study examines the extension methods in use and their relative effectiveness in dissemination of information and influencing adoption of improved practices. It also seeks to study the causes of low effectiveness. Interview technique was used for data collection. Findings reveal that methods used by block personnel are personal contact, demonstration, meeting, group discussion and film shows. Demonstration is found to be the most effective method. Main causes of low effectiveness of personal contact are long interval between two visits and poor follow up.

499. **HODA, Mohammad Q**
A study of farmers participation in agricultural extension programme Sabour, Bhagalpur, Bihar Agricultural College, 1965. thesis (M.Sc.)

Methods used for the collection of information include participant and non-participant observations, use of schedule and content analysis. Findings indicate that farmers' participation in agricultural extension activities is high in case of those who visit block headquarter. Majority of farmers are aware of the existence of the cooperative society in their village. Only a small proportion of the population have adopted the improved agricultural practices.

INDIA. All India Radio, Baroda
Report on the 'Radio Rural Forums in Gujarat' part I see 782.

500. **INDIA.** All India Radio, Bombay
A report on survey of family planning. Calcutta — Ahmedabad, Rajkot, March, 1972. Bombay, Central Sales Unit, Commercial Service, AIR, 1972. 31p.

A study to estimate the extent of awareness and adequacy of the spots on 'Nirodh' and 'Family Planning'. Respondents were interviewed with the help of a precoded questionnaire. Findings revealed that a vast majority of the

respondents were aware of the basic idea of family planning. Most of them were occasional listeners of the radio. Programmes preferred included interviews with doctors, 'questions and answers', 'discussion', 'plays' and 'talks'.

501. **INDIA.** All India Radio, Bombay
A report on the survey on family planning at Bombay (slum area), January 1970. Bombay, Listeners' Research Unit, AIR, 1970. 11p.

The survey was conducted during the second week of January, 1970 to determine the opinion of slum dwellers in Bombay about the size of family and use of family planning methods. Questionnaire and interview techniques were used for data collection. Majority of the respondents were aware of family planning. Sources of information were posters, friends, neighbours, radio and newspapers.

502. **INDIA.** All India Radio, Calcutta
Survey on family planning Calcutta, March, 1971. Calcutta, Audience Research Unit, AIR, 1971. 21p.

A field survey conducted in Calcutta on 27 March, 1971 to measure the awareness of family planning and the extent of listening to these programmes. It used structured interview schedule for data collection. Findings show that almost all the respondents are aware of family planning. Radio is rated as the first source of information and majority of the respondents listen to it. Fifty-five percent of the respondents listen to family planning programmes occasionally, twenty-two percent frequently and about fifteen percent once in a while. Listening is found to be higher among women than men.

INDIA. All India Radio, Jullundur
Farm and home broadcasts see 267.

503. **INDIA.** All India Radio, Jullundur
A note on family planning programme. Jullundur, Listeners' Research Unit, AIR, 3p.

Enumerates the programmes in which family planning items are included and discusses the mode of their presentation which includes talks, features plays and music. Findings of on-the-spot discussions, letters, and comments of the visitors to the AIR reveal a favourable impact of these programmes on the listeners.

504. **INDIA.** All India Radio, Jullundur
A report on Punjab state farmers' seminar on high-yielding varieties of wheat (Wednesday, the 9th October, 1968). Jullundur, Listeners' Research Unit, AIR, 1968. 6p.

All India Radio, Jullundur was congratulated for its part in agricultural development. Radio was regarded as the cheapest and quickest medium. The formation of more 'Radio Rural Forums' or 'Kisan' (cultivator) stations in the village was suggested.

INDIA. All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Rural) see **784.**

INDIA. All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Urban) see **785.**

505. INDIA. All India Radio, Jullundur
A survey of small scale industries programmes broadcast from Jullundur station of All India Radio. Jullundur, Listeners' Research Unit, AIR, 1971. 16p.

The survey conducted in Jullundur and Ludhiana in May and June, 1971 seeks to study the extent of listening and the impact of the programmes. It used interview schedule for data collection. Findings indicated that almost all the respondents listened to the radio everyday. The listening for the promotion of small scale industries programme was found to be very low, although programmes were rated as useful by the listeners. Majority of the respondents found the radio a helpful source for seeking information about small scale industries. Newspapers, documentary films, local officers, posters and brochures were also found useful.

506. INDIA. All India Radio, Madras
A report on family planning at Walajabad during March, 1971. Madras, Audience Research Unit, AIR, 1971. 16p.

Objective of the study was to find the extent of awareness and listening to family planning programmes. Survey was carried out on 28 March, 1971, using questionnaire and interview techniques for data collection. Almost all the respondents were found to be aware of the family planning programmes, normal sources of information being posters, radio, leaflets, films and newspapers. Quite a large number listened to AIR, Madras. Out of these, approximately half of the respondents listened to family planning programmes either frequently or occasionally. Majority of the listeners found the language easy to follow and the programme interesting and useful. Programmes in the form of plays, songs and discussions were preferred.

507. INDIA. All India Radio, Madras
Report on programmes designed to promote small scale industries (Madras — March 1971). Madras, Audience Research Unit, AIR, 1971. 11p.

The survey determines the extent of listening to programmes broadcast on small scale industries and to ascertain if these broadcasts serve a useful purpose. Findings show that majority of the respondents listen to the radio almost every day but incidence of listening to small scale industries programmes is very low. Various suggestions are recorded about the use of radio as a medium for disseminating information on small scale industries.

508. INDIA. All India Radio, New Delhi
Abstract of audience research findings (June-July, 1971). New Delhi, Audience Research Unit, AIR, 1971. 6p.

Objective of the study was to find the extent of awareness and listening to family planning programmes and to determine the views of the respondents on the same. Survey was carried out in slum areas of Calcutta, Jullundur and Madras. A high majority was found to be aware of the need of family planning. Highest awareness was witnessed in Calcutta, followed by Madras and Jullundur. Sources of information identified included radio, films and posters. Preference for family planning programmes was shown in the form of plays, followed by songs. Interviews with beneficiaries were not very popular.

509. **INDIA.** All India Radio, New Delhi
Report on family planning Chattarpur (near Delhi), 14th May, 1971, New Delhi. New Delhi, Audience Research Unit, AIR, 1971. 12p.

Report of a survey which was conducted to assess the extent of awareness of family planning and listening to its programme. It used questionnaire technique for data collection. Findings reveal that almost all the respondents are aware of family planning. Sex, age and education do not have any correlation with the extent of listening. About seventy-five percent of the respondents are found to be listening to these programmes. Maximum listening is recorded for plays followed by interviews with experts, discussions, talks, questions and answers.

510. **INDIA.** All India Radio, New Delhi
Small saving movement, a report on field survey 1970. New Delhi, Listeners' Research Unit, AIR, 1970. 34p.

The survey seeks to ascertain the awareness of the small saving movement in general, source of information, nature of acceptance of the schemes and essential motivating factors behind investment. Findings indicated that awareness was quite high in all the cities. Newspapers were found to be the first source of information followed by radio, friends and relatives, leaflets, government officials and periodicals.

511. **INDIA.** All India Radio, New Delhi
Survey on family planning in slum areas of Delhi, March 1971. New Delhi, Audience Research Unit, AIR, 1971. 15p.

The survey which was conducted in Delhi on 26-28 March, 1971, determined the extent of awareness and listening to family planning programmes. Questionnaire method was used for data collection. Findings indicated that awareness was very high, the radio being the first source of information followed by posters, films, and wall paintings. Findings further revealed that a large majority (81 percent) listened to the radio and about 42 percent listened to Radio Delhi almost everyday. Among the family planning programmes, plays were liked most followed by songs, interviews with experts, talks, discussions and questions and answers.

512. **INDIA.** All India Radio, New Delhi
Village and rural programme study. New Delhi, Listeners' Research Unit, AIR, 1968. 37p.

A study to assess the extent of use of modern agricultural methods by the farmers, general awareness of rural problems in agriculture and other spheres and the role played by various information agencies including the radio and its forums. Survey was conducted in three villages, Hastal, Surera and Jharoda. Questionnaire and interview techniques were used for data collection. Results reveal that radio forums do not work effectively. For greater impact, progressive farmers must be included as participants in the radio forum.

513. **INDIAN Institute of Mass Communication**
Agro-information flow at village level: report of the survey of communication sources in the adoption process of high yielding varieties of crops in 33 villages. New Delhi, 1968. 39p.

Study conducted by the Indian Institute of Mass Communication with assistance from Food and Agriculture Organisation of the United Nations. The survey seeks to find out the sources of communication in the adoption process of high yielding varieties, to index the farmers' attitude towards high yielding varieties of crops and to assess the influence of broadcasts of the Farm and Home cells of the All India Radio network in the diffusion process. The study was done in thirty-three villages of India which were covered by the high yielding varieties programme. Interview method was used for data collection. Findings indicate that it is not the mass media but the village level workers who are the most utilised source for dissemination of agro-information at the village level.

514. **INDIAN Institute of Mass Communication**
An evening in a Delhi village: an experiment in communication extension. New Delhi, 1971. 26p. mimeo.

By participants of the English In-service Professional Course in Communication. Monograph describing an experiment on communication behaviour. Designed and implemented as an extension of a classroom exercise to introduce the trainee officers to the problems involved in a village study. Subject areas discussed are role assignments, village data, analysis of posters, radio discussions, oral communication, and film shows.

515. **INDIAN Institute of Mass Communication**
Impact of field publicity activities in four Rajasthan districts: an evaluation study in Alwar and Udaipur units of the Directorate of Field Publicity. New Delhi, 1963. 102p.

A study to identify various activities of the field publicity units and to assess whether they are adequate for achieving wider national goals and satisfying people's needs. The data were collected through interviews, participant

observation and analysis of office records. Findings indicate that screening of films, display and distribution of posters and printed material, puppet shows (only in one unit of Udaipur) are some of the important activities. People prefer feature films to documentary films. The themes they are interested in are agriculture, animal husbandry and others having a direct economic bearing. Cartoon films with sophisticated and unfamiliar themes, posters and printed material are not very effective because majority of the respondents do not understand them. Puppets are a popular medium preferred to films, but the comprehension of the respondents is poor. Results also indicate that group discussion is the most important method of mass contact.

516. **INDIAN Institute of Mass Communication**
Mass media and adult literacy. New Delhi, 1966. 135p.

Report of a seminar held in 1966. The seminar sought to focus attention on the use of mass communication media in the eradication of adult literacy in India. It stressed the urgent need for a national drive to eradicate adult literacy and recommended the extensive use of mass media and improved methods and techniques to support the programmes.

517. **INDIAN Institute of Mass Communication**
Report of an intensive family planning promotion campaign: an experiment and a survey in South Delhi area. New Delhi, 1967. 23p.

The survey seeks to assess the general attitude of the respondents towards family planning, the effects of the family planning campaign and householders' reactions to the doorstep distribution of sample packets of contraceptives and relevant literature on family planning.

518. **INDIAN Institute of Mass Communication**
Selecting slogans: report on the selection of the prize-winning slogans on savings. New Delhi, [1972]. 20p.

519. **INDIAN Institute of Mass Communication**
Seminar on communication for science. New Delhi, 1971.

Collection of papers of the seminar organised by the Indian Institute of Mass Communication in New Delhi on 29-30 March, 1971.

520. **INDIAN Statistical Institute**, Calcutta
Developing family planning volunteer group leadership at the ISI: an institutional experiment. 3p. mimeo.

Paper presented at the Fifth Family Planning Communication Action Workshop organised by the Central Family Planning Institute at New Delhi in April, 1967. The Indian Statistical Institute, Calcutta, conducted the survey. The

investigators made use of group meetings and group pressure for the promotion of family planning knowledge and small family size norm among the staff members of the Institute. It revealed that group leaders were highly effective in disseminating family planning knowledge and practice. Personal contacts within the group proved significant in influencing the decisions of those persons who had not decided.

521. **INDIAN Statistical Institute**, Calcutta
A study of the general attitude towards family planning in West Bengal: public preference surveys, 1962-63, Calcutta, 1967. 4p. mimeo.

Paper presented at the Fifth Family Planning Communication and Action Research Workshop organised by the Central Family Planning Institute at New Delhi in April, 1967. Both rural and urban areas were involved in the survey. For drawing the sample a two stage stratified sampling design was used. One of the findings states that in Calcutta city and other urban areas the doctor is the main source of knowledge of family planning. This source is cited by 33.4 percent and 42.4 percent of the couples in rural and urban areas respectively. About 29 percent of the couples in the rural areas cite the hospital as their main source of knowledge.

522. **INDIAN Statistical Institute**, Calcutta
A study on the promotion of knowledge of contraception by education programme in family planning. 3p. mimeo.

Paper presented at the Fifth Family Planning Communication Action Research Workshop organised by Central Family Planning Institute, New Delhi, April 1967. The main objective of the study is to find out the effects of group meetings in the family planning education programme. The study design involved use of experimental and control groups. Interviews of 138 married males in the control group and 137 women and 88 married men from the experimental group were conducted. These respondents were selected at random. The experimental group showed a better knowledge of birth control methods. They found group discussions or meetings to be a good technique for promoting family planning knowledge.

523. **JAHNIA, Mehru**
Evaluation of mass media in Subhash Nagar. Bombay, Demographic Training and Research Centre, 1968.

A study to determine the extent of reading of circular letters and pamphlets by the recipients and to evaluate the extent to which the messages in them are conveyed to the target audience through interpersonal communication and if so, with what impact. It was found that while the majority remembered receiving the letter, only 57.8 percent read them. Out of this the content was known to 67 percent while only 39 percent talked to others about it. No action was taken by the target audience.

JAIN, Navin Chand
An experimental investigation of the effectiveness of group listening, discussion, commitment and consensus in Indian radio forums see 797.

524. JAISWAL, N K
Measurement of progressiveness in farming. By N.K. Jaiswal and A.K. Dave. In Sinha, P.R.R. ed. Studies in extension education. Hyderabad, National Institute of Community Development, 1972. p.115-128.

The study conducted with 100 farmers of a village in the Maraul block in Bihar explores the possibilities of evolving a method for constructing a composite scale of progressiveness inclusive of all the diversified components of farming. Contains an operational definition of "progressiveness in farming" and lists the steps involved in the construction of the test to "measure" knowledge.

525. JHA, Pramod Narayan
A critical analysis of factors associated with communication fidelity with reference to high yielding varieties programme. New Delhi, Indian Agricultural Research Institute, 1968. 266+53p. thesis (Ph.D.)

Different categories of respondents have different perceptions about the relative importance of the individual factors associated with communication fidelity. Communication fidelity in relation to high yielding varieties programme is the function of socio-economic status of receiver, language compatibility of communicator with that of receiver and frequency of use of channels.

526. KAPOOR, Rajinder Prasad
Relative effectiveness of information sources in the adoption process of some improved farm practices. Ludhiana, Punjab Agricultural University, 1966. thesis (M.Sc.)

The study which was done in Anandpur Sabib block of Punjab State seeks to find the sources of information at various stages of adoption, their association with the characteristics of the farmers along with their effectiveness. The data were collected from 150 randomly selected respondent farmers with the help of specially prepared schedules. Findings include information on the effectiveness of the sources of information at various stages of adoption pertaining to different improved farm practices. It also highlights the relationship between personal characteristics and the frequency of contact with the information sources and their various categories.

527. KAR, Mati Lal
The adoption process and the adoptor categories of some improved practices in paddy cultivation in a West Bengal village. Hyderabad, Andhra Pradesh Agricultural University, 1967. 106p. thesis (M.Sc.)

The study was carried out in Radha Nagar village of Midnapur district of West Bengal by using a structured interview schedule. Results reveal that the average adoption index of the farmer corresponds with a number of adoption practices. Neighbourhood and government agencies play an important role in providing information at all stages of adoption. Better education, higher caste and bigger farm size are found to be associated with adoption whereas age does not play an important role.

528. **KAR, S B**
Impact of mass communication in a smallpox vaccination campaign by S.B. Kar and V.P. Srivastava. New Delhi, Central Health Education Bureau, [1968?]. 13p. mimeo. (CHEB Technical series 2)

A study to examine the impact of the mass communication campaign on the willingness of the people to take smallpox vaccination and on their reaction towards 'jet injectors'. The data were collected through interviews and secondary sources. Findings indicate that a negligible proportion of the respondents are exposed to mass communication but they are aware of the jet injectors through the combined effect of mass communication, interpersonal communication and the vaccination drive.

529. **KARAMCHANDANI, Lal**
Farm information communication, India, 1972. New Delhi, Farm Information Unit, Ministry of Agriculture, 1972. 6p. illus. mimeo.

This article underlines the functions of the Farm Information Units as an essential source of information and communication link with the rural farmers, especially regarding modern technological innovations.

530. **KARKAL, Malini**
Voluntary workers in extension approach to family planning. 16p. mimeo.

Paper read at the Workshop on Behavioural Indices of Programme Impact from 24th to 26th April, 1967. New Delhi.

531. **KATIYAR, S K**
Farmer's response to farm radio broadcasts. Jaipur, Farm and Home Unit Programme of All India Radio. Jobner, Rajasthan, College of Agriculture, 1971. 139p. thesis (M.Sc.)

This study aims to find out the degree of farmer's awareness of different farm radio broadcasts, difference of awareness among those having radio sets and those having none, and to measure the listener's attitude. Data were collected by using an interview schedule. Findings reveal that some of the farmers are not even aware of these broadcasts but all radio owners have better awareness. Listeners' attitude towards farm radio broadcasts is found to be

significantly associated with their socio-economic status and size of land holding.

532. KATTOPPA, Y
A study on some aspects of working of farmers' discussion groups in Bangalore district of Mysore State. Bangalore, University of Agricultural Sciences, 1973. 103+11p. thesis (M.Sc.)

A study to identify the characteristics of members of farmers' discussion groups. Findings indicate that attendance in discussion groups is very low. Less than half the number of discussion groups are able to establish good satisfactory two-way communication. Members of farmers' discussion groups are found to be young in age, have middle to high school education and possess large size holdings.

533. KHAN, A S
Response of tribal and non-tribal leaders and their followers toward agricultural extension programme. Sabour, Bhagalpur, Bihar Agricultural College, 1967. thesis (M.Sc.)

Sociometric test, Likert scale, adoption quotient knowledge test and interview are the methods used for data collection. It is observed that a single person serves as the leader in agricultural, traditional, social and political matters in a tribal community. Level of knowledge is found to be significantly higher in non-tribal leaders who have an unfavourable attitude towards the extension programme.

534. KHAN, A W
Functional relevance of localised and centralised farm broadcasts in India. 23+8p. mimeo.

A paper presented at the Regional Conference on Communication and Change in Rural Asia organised by Amic at Bangalore on August 26 - September 3, 1973. Paper discusses the results of the field survey which was conducted during 1972 in four districts of Uttar Pradesh. The study recommends that in order to be effective, farm broadcasts should be localised, and local stations should utilise factors that would facilitate production of functionally relevant information such as radio and technical coverage.

535. KHARA, J S
Relative effectiveness of extension methods on the adoption of improved agricultural practices in selected N.E.S. blocks. Ludhiana, Punjab Agricultural University, 1964. 77p. thesis (M.Sc.)

The study which was conducted in Khandoor Sahib and Chola Sahib blocks of the Amritsar district (Punjab) uses structured interview schedule for data collection. Findings indicate that the indirect influence resulting from direct teaching efforts accounts for the majority of the improved practices. Individual contacts, group contacts

and mass contact methods also influence these practices in varying degrees. The study points out that other extension methods such as personal letters, news stories, bulletins and circular letters are not being used.

KHARUB, R K
Potential of radio in the flow of agricultural information in Haryana see 799.

536. **KHERDE, Ramchandra Laxman Rao**
Role performance and role prediction of the village level workers in new strategy of agricultural production. New Delhi, Division of Agricultural Extension, Indian Agricultural Research Institute, 1971. 226+30p. thesis (Ph.D.)

A study to measure the role performance of a village level worker (VLW) by his actual behaviour and the factors associated with it. Findings reveal that the variables positively affecting the role performance of a VLW are age, father's occupation, number of children, attitude towards bureaucracy and villages and his knowledge of agricultural methods. Education level of a VLW is not significantly related to his total role performance.

537. **KHOSLA, P P**
Role of expectation and role performance of VLWs. Sabour, Bhagalpur, Bihar Agricultural College, 1966. thesis (M.Sc.)

Data were collected by means of content analysis, informal interviews and non-participant observation. Findings indicate that the role of village level workers as learners is poor in comparison to their expectation. Their role performance as teachers is average and poor as planners and executers.

538. **KIVLIN, Joseph E**
Communication in India; experiments in introducing change. Hyderabad, National Institute of Community Development, 1968. 56p. (Diffusion of Innovations Project. Research report 15.)

This is the third Indian report on the Diffusion of Innovations Project which was undertaken in collaboration with the Michigan State University. It analyses the effects of two communication treatments, radio farm forums and adult literacy classes, on adoption behaviour and other measures of social change in India.

539. **KRISHNAMURTHY, G B**
Natural history of rumour and suggested preventive measures with special application to family planning. [n.d., n.p.]. 9p. mimeo.

540. **KRISHNAMURTHY, H**
Relative effectiveness of the non-subsidised and the subsidised result demonstrations in a selected taluk of

Bangalore district. Bangalore, University of Agricultural Sciences, 1971. 153p. thesis (M.Sc.)

Data for the study were collected from Bangalore district from June 1970 to May 1971. Fifteen non-subsidised and thirty subsidised demonstrators were selected for the comparative analysis of the effectiveness. Methods used were scorecards, socio-economic status scale, knowledge test, adoption index and 't' — test. It is observed that demonstrations use internal motivation. Non-subsidised demonstrators have better adoption leadership, generally from the middle level socio-economic status group.

541. **KULKARNI, K R**
A study of adoption of high yielding varieties of paddy by small farmers in Kolhapur district. Maharashtra State, Hyderabad, Andhra Pradesh Agricultural University, 1970. 90p.

The study seeks to find out the extent of adoption, reasons for non-adoption, the influence of certain personal factors and communication media on small farmers' adoption of practices. Data were collected by personal interview schedule. Findings indicate that majority of the respondents follow all the practices. Major sources of information are informal followed by formal and mass media. Village level workers are found to be frequently contacted by the small farmers.

542. **KUMAR, B**
A study of the impact of extension camps organised by agricultural extension department, R.B.S. College, Bichpuri, in two villages of D-Block, Bichpuri. Agra, R.B.S. College, 1968. 71p. thesis (M.Sc.)

A study to determine the impact of extension camps and their drawbacks. Results reveal that respondents of young age and educated groups having membership of village organisation have a high knowledge index. Most of the farmers want these camps to be held every year and offer their cooperation to make these a success. Group discussions and meetings conducted by the campus are found very helpful in solving agricultural problems.

543. **MAHAJAN, B S**
Relative effectiveness of selected extension methods in acceptance of Agrosan Gn. seed treatment to cotton, by B.S. Mahajan and K. Bhaskaran. Hyderabad, Andhra Pradesh Agricultural University, 1972. 225p. thesis (M.Sc.)

A study to examine the relative effectiveness of three selected extension methods and influence of socio-economic factors in acceptance of Agrosan treatment to cotton seed. Findings indicate that the demonstration method is the most effective, while flash cards along with lecture and lecture alone come next in order. Influence of age is negligible but education and size of land holding play a significant part.

544. **MANDKE, M B**
Communication and motivation for vasectomy. Bombay, Demographic Research Centre, 1968. 18p. mimeo.

A study to determine the source of communication and motivation for vasectomy. Thirty persons who underwent the operation during April, 1966 to December, 1966 at Kohinoor Textile Mills, Bombay, were interviewed by an unstructured questionnaire. Results revealed that monetary considerations did not motivate them to undergo the operation. The social worker of the mill was the most effective motivator and most of the persons in the sample were willing to motivate others.

545. **MANGAT, Iqbal Singh**
Utility of VLW in agricultural extension and other programmes in IADP district Ludhiana of Punjab State. Ludhiana, Punjab Agricultural University, 1971. 137p.

A study to discuss the utility of village level workers (VLWs) as perceived by the cultivators and block officials. The sample included 150 farmers from 15 villages of 5 selected blocks of Intensive Agricultural Development Programme of Ludhiana district who were contacted by the investigator. Findings reveal that cultivators have a very poor image of the VLWs in terms of his utility in agricultural and various other programmes. Suggestions for increasing the utility of the VLWs include frequent contacts of the VLWs with the cultivators at a fixed place with prior publicity.

546. **MANN, Jarnail Singh**
A study of the conceptual knowledge and attitude of extension personnel of the Punjab towards extension education. Ludhiana, Punjab Agricultural University, 1968. 109p. thesis (M.Sc.)

The investigation which was conducted in Ludhiana (Punjab), seeks to study the knowledge and attitude of the respondents in relation to their characteristics. Findings indicate that though teachers have a better knowledge of extension techniques than extension personnel, both categories of personnel have a positive attitude towards the extension techniques.

547. **MATHAI, Rabia**
A study of communication patterns and key communicators among rural women with reference to adoption of family planning practices. New Delhi, Indian Agricultural Research Institute, 1971. 192p. thesis (Ph.D.)

The study aims to investigate various sources of information, effect of socio-economic status and caste on adoption, communication patterns and key communicators. Findings indicate that personal localite, cosmopolite and mass media are the sources of information. A large majority of the respondents are aware of various family planning methods. In the high adoption village, the consultation pattern

follows the friendship pattern while in a low adoption village it differs a little. Communication flow in relation to socio-economic status is mostly horizontal communication in high adoption villages and of a vertical trend in low adoption villages. Key communicators are found among all socio-economic classes in the first category of villages and only in higher classes in the case of low adoption villages.

548. **MATHEN, K K**
Preliminary lessons learned from the rural population control study of Singur. In **Clyde V. Kisser** ed. **Research in family planning. Princeton, Princeton University Press, 1962. p.33-49.**

Contains several findings relating to the communication aspects of the programme as tried at Singur. In case of group meetings, separate meetings for male and female population are considered more effective. A group of five is considered a desirable size for family planning discussions. Information and teaching material based on local considerations is found to be useful. Approval by local leaders of the programme is very helpful in initiating family planning work. Individual contacts are useful for creating awareness and interest and group contacts for teaching family planning methods.

549. **MATHUR, G K**
Mass motivation campaign on family planning through radio. In **Aspects of population policy in India. New Delhi, Council for Social Development, 1971. 98+104p.**

A paper presented at the National Conference on Population Policy and Programmes, December 19-23, 1969, New Delhi. Explains how a new programme on family planning was introduced by the All India Radio and what inputs make the programme a success. Some of these inputs are: two-way traffic, language and expressions used, and feedback obtained in the field.

550. **MATHUR, J C**
Agricultural information. In **Seminar on Agriculture in India's Future,** New Delhi, **1971. Papers. New Delhi, Press Institute of India, 1971.**

A paper defining the functions and use of various media in communicating information about agricultural matters. Discusses in extent the motivational factor in communication. The author believes that the proposed use of satellites for the communication of agricultural information is unrealistic in the Indian situation.

551. **MATHUR, J C**
An Indian experiment in farm radio forums, by J.C. Mathur and Paul Neurath. Paris, Unesco, 1959. 132p. (Unesco. Press, film and radio in the world today series)

This book is composed of two reports on the Unesco-AIR radio farm forums pilot project undertaken in about 150

villages in Bombay state in 1956. The first report explains the background, planning and implementation of the project. The second report deals with the project evaluation survey. Six positive results are summarised led by the finding that the radio farm forums as an agent for transmission of knowledge proved successful beyond expectation.

552. **MATHUR, J C**
New lamps for Alladdin: mass media in developing societies. Calcutta, Orient Longmans, 1965. 138p.

The book describes the power of mass communication in developing societies, and the transition and adjustment of societies to it. Radio, TV films, newspapers, periodicals are discussed as factors in social environment. The book also includes accounts of some Indian experiments on radio and television.

553. **MATHUR, P N**
A study of role of the local influentials in the diffusion and adoption of improved farm practices. Agra, R.B.S. College, 1968. 113p. thesis (M.Sc.)

A study to identify different types of local influentials, compare their socio-economic backgrounds and to determine their various roles. Data were collected by means of the interview technique. Findings reveal that usually political and functional leaders belong to the younger age group as compared to popular opinion and agricultural influentials. Mostly all the local influentials are early adopters or innovators.

554. **MISHRA, A P**
A critical study of national demonstration programme. Sabour, Bhagalpur, Bihar Agricultural College, 1968. thesis (M.Sc.)

Schedules and mailed questionnaires were used for the collection of data. Demonstration was found to be the most important source of agricultural information among impersonal sources. Only half the number of the respondents were found to have a clear understanding of the objectives of the national demonstration programme.

555. **MISHRA, Babu Lal**
A study on the characteristics of key communicators of the progressive and the non-progressive villages. Sabour, Rajendra Agricultural University, 1972. 122p. thesis (M.Sc.)

The objectives of the study are to identify the key communicators, their socio-economic and psychological characteristics and their sources of information. Findings indicate that the communication pattern in the four villages varies considerably. The percentage of the key communicators in a village is not related to the progressiveness of the village. There is a marked difference between the key communicators of progressive and non-progressive villages

in terms of socio-economic status, education and adoption level. The key communicators have a favourable attitude towards change and high yielding varieties. Their main sources of information are Sabour scientists and change agents.

556. **MITRA, Asok**
Mass media in national development and social change. New Delhi, Publications Division, Ministry of Information and Broadcasting, 1973. 39p. mimeo.

Examines the role of mass media in national development. States that communication is "the very basis of shared and involved existence by means of which a living body persuades or is persuaded by others". The success of mass media as an instrument of social change is determined by its role as innovator, instructor, and persuader.

557. **MOORTHY, Radhakrishna D**
The impact of national demonstrations on farmers; a study in two districts of Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1969. 74p. thesis (M.Sc.)

The investigation which was conducted in Chittoor and Hyderabad districts of Andhra Pradesh seeks to study the extent of awareness, knowledge about, steps and procedures followed in conducting demonstrations. It also seeks to find out its impact on farmers. Methods used for data collection included interviewed schedule. Findings indicate that the majority of the respondents are aware of the objectives of the national demonstration and the number of crops to be raised. They are satisfied with the demonstration practices.

558. **MUDGAL, K K**
A study of the use of the extension methods by gram sewak of C.D. Block, Bichpuri, Agra. Agra, R.B.S. College, 1970. 52p. thesis (M.Sc.)

A study to examine the extension methods being used by gram sewak, extent of their use, use of different extension methods at different stages of adoption and their relative effectiveness. Information was collected by means of personal interviews. Findings reveal that the extension methods in use are farm and home visits, group discussions, and method and result demonstrations. The extent of use varies with different methods. Most effective extension methods are the result demonstrations and farm and home visits. Personal contact is better than group or mass contact. Low effectiveness is due to the conflict and lack of interest among farmers.

559. **MUKHOPADHYAY, Arun**
Agricultural extension; a field study. Calcutta, The Minerva Associates, 1971. 235p.

The study seeks to ascertain and analyse the nature and extent of influence of agricultural extension services

on the farmers' mental outlook and attitudes in particular and their socio-economic life in general. The investigator mentions the drawbacks which make the extension programmes ineffective. For ensuring perceptible success the author suggests the use of proper extension devices for rural development. This study is based on a Ph.D. thesis.

560. **MURTHY, A Suryanarayana**
Social and psychological correlates in predicting communication behaviour of farmers. Delhi, Indian Agricultural Research Institute, Division of Agricultural Extension, 1969. 278p. thesis (Ph.D.)

The objective of the dissertation is to develop a conceptual model of the communication behaviour of farmers. The variables which have significant relationship with communication behaviour are identified as education, land ownership, radio ownership, socio-economic status, degree of communication, perception of the economic system, investment pattern, family forms, rigidity, flexibility and need for change.

561. **MURTY, D V R**
Studies in family planning communication in India. In: **Working Group on Communication Aspects of Family Planning Programmes,** Singapore, **1967. Report and selected papers. Bangkok, Ecafe 1968. p.99-119.**

The author discusses the objectives and findings of the various family planning researches done in India on the recommendations of the Research and Programme Committee on Family Planning. The article covers forty seven studies conducted during 1959-1967. They are divided under the headings; 'earlier studies', 'studies relating to clinic approach', 'extension approach', 'communication research programme', 'communication through leadership', 'group approach and mass media' and 'services and supplies'.

562. **NAIDU, P Jairaj**
Evaluation of some extension information materials with reference to their readability, construction and use. Hyderabad, Andhra Pradesh Agricultural University, 1969. 85p. thesis (M.Sc.)

The study was conducted in Attapur village of Rajendranagar block in Andhra Pradesh with the help of a structured interview schedule. Findings discuss the favourable and unfavourable characteristics of leaflets, bulletins, feature stories and wall newspapers as expressed by the respondents. Leaflets, bulletins and feature stories are found to be within the readability level of the readers while feature stories maintain human interest.

563. **NARAYANA, Murthy A**
A study of some factors influencing adoption of advanced cattle breeding operations in key village block, Kurnool, Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1970. 46p. thesis (M.Sc.)

The study was conducted to assess the extent of adoption, reasons for non-adoption, influence of age, education, social position, size of livestock unit and various sources of information on the adoption of animal husbandry practices. Data were collected through personal interviews. Findings indicate that age, education, social position and size of livestock unit are positively related to adoption practices. Government agencies followed by neighbours are found to be the first source of information. Mass media is not used as a source of information.

564. **NATIONAL Agricultural Information Communication Seminar, New Delhi, 1972**
[Seminar papers.] New Delhi, Farm Information Unit, Directorate of Extension, Ministry of Agriculture, 1972. 1v.(various pagings). mimeo.

Includes twenty nine position papers presented at the seminar on various aspects of agricultural communication and the recommendations of NAIC.

565. **NIGAM, P N**
A study of agricultural broadcasts (Kheti Bare and Khet Khalwar). New Delhi, All India Radio, [n.d.]. 37p.

This study seeks to find out the opinion of listeners about the agricultural programmes and to suggest modifications in timings, duration, frequency and contents of the programmes. Data were collected by observation, questionnaire and rating scale. Findings showed that the broadcasts should include more discussions on agriculture techniques, implements, sugarcane, groundnut, prevention from disease, kitchen garden and general information. The respondents found the programme satisfying and their timings convenient.

566. **OM Prakash**
A study of result demonstrations on wheat in the development block, Bichpuri, Agra. Agra, R.B.S. College, Bichpuri, 1965. 65p. thesis (M.Sc.)

A study to observe various types of demonstrations and assess their effectiveness in terms of the number of adopters and the improved practices adopted. Information was collected by means of interviews. Findings indicated that manurial, varietal and cultural demonstrations were used. Effectiveness of demonstrations was indicated by the higher rate of adoption.

567. **PALLED, S S**
Impact of farmers' training, functional literacy and Farm Broadcast programme in Raichur District, Mysore State. New Delhi, Indian Agricultural Research Institute, 1972. 216+61p. thesis (Ph.D.)

The study seeks to measure the gain in knowledge and change in the attitude of farmers after their participation in institutional training, functional literacy centres and farm

broadcasts. Findings indicate that these programmes lead to a gain in farmers' knowledge and their attitude towards high yielding varieties and farmers' training becomes favourable. Participants acquire proficiency in reading, writing and arithmetic, which enables them to become better adopters.

568. **PANDEY, Deep Chandra**
Report: Seminar on Family Planning Programme for Leaders and Promoters in Action Areas which was held on February 21, 1971. New Delhi, National Institute of Family Planning, Medical Education and Research Division, 1971. 21p.

569. **PARANDHAMAYYA, N**
An analysis of channels of communication in the adoption of some improved poultry husbandry practices in Gudivada Panchayati Samithi. Hyderabad, Andhra Pradesh Agricultural University, 1967. 89p. thesis (M.Sc.)

Findings of this study reveal that in the awareness, interest, trial and adoption stages, government agencies are the most utilised source of information followed by personal experiences and neighbours. For improved practice of exotic breed, mass media is the most utilised channel of communication while the government agency is the most utilised source for improved feed and preventive inoculations.

570. **PATANKAR, Tara**
Communication of instructions for the use of diaphragm and jelly method between the clinic staff and the clientele of greater Bombay. Bombay, Demographic Training and Research Centre, 1965.

571. **PATEL, B P**
India: mass communication in the family planning programme. New Delhi, Ministry of Health and Family Planning, 1969. 15p.

Paper presented at the UNESCO Conference on Family Planning and Mass Communication. Discusses present family planning mass education strategies in India and the problems of media arrangement and media selection at central, state and district levels. It also indicates the effectiveness of local visual media and leadership groups in diffusion of family planning messages.

572. **PATI, Pramod**
Films as means to promote family planning education and instruction. In Aspects of population policy in India. New Delhi, Council for Social Development, 1969. 139-147p.

A paper presented at the National Conference on Population Policy and Programmes, December 19-23, 1969, New Delhi. It discusses the role of films in the field of family planning in general and devotes attention to various prob-

lems of finance, production, distribution and its reach to the Indian audience. It stresses the need for systematic evaluation of audience reaction. It also highlights the role of 8mm sound film. The paper points out that the film can only achieve a limited objective and for better results there is greater need of interpersonal communication.

573. **PATNAIK, N**
Adoption of agricultural practices in a peasant community in Orissa. In **Chawdhari, T.P.S.** ed. **Selected readings of community development. Hyderabad, National Institute of Community Development, 1967. 89-100p.**

A report on a research project in Barpalithana in Orissa to introduce certain improved practices in crop husbandry. The paper provides a cultural anthropological study of the adoption process by examining the interplay of factors of adoption of certain agricultural innovations. An evaluation of the crop husbandry programmes of the project is given.

574. **PAUL, Dharam**
An evaluative study of various audio-visual aids used by agricultural extension officers and village level workers in disseminating agricultural information in Punjab. Ludhiana, Punjab Agricultural University, 1971. 86p. thesis (M.Sc.)

This study examines the availability, extent of use and factors responsible for frequent, restricted, efficient and inefficient use of various audio-visual aids as well as the opinion of extension personnel. It was conducted in two blocks of Amritsar district where all Assistant Extension Officers (35) and Village Level Workers (119) constituted the sample. Methodology included personal interviews, use of Z proportion test, Cornell technique, correlation tests and Chi-square test. Results revealed that audio-visual aids were not extensively used despite the extension workers' favourable attitude and availability of audio and non-projected visual aids.

575. **PLANNING Research and Action Institute, Lucknow**
Family planning communication action research project; project report presented at the Fifth Family Planning Communication Action Research Workshop, organised by Central Family Planning Institute, New Delhi, April 1967.

The project was started in 1963 in two rural development blocks near Lucknow. Report reveals that in the area of family planning communications individual contacts by workers are necessary in the initial motivation of couples for acceptance of methods. Their personal rapport with the village leadership and making a few family planning acceptors in the early stages are the most important factors in the extension of the programme. Person to person communication is the most effective media for spreading knowledge of family planning.

576. **PLANNING Research and Action Institute, Lucknow**
Post-operative adjustments of the vasectomised cases.

Paper presented at the Fourth Family Planning Communication Action Research Workshop at Lucknow in 1966. In this study 56 vasectomy cases and 46 wives of these men were interviewed to find out some of their problems. The respondents gave several social reactions to their having undergone vasectomy. In terms of further communication it was found that about 39 persons talked about their experiences with other persons in the community.

577. **PLANNING Research and Action Institute, Lucknow**
Steps in locating family planning leaders. 1966.

Paper presented at the Fourth Family Planning Communication Action Research Workshop held at Lucknow in 1966. The study finds that people practising family planning tend to be more effective leaders. Influential persons are found to be useful in creating a favourable atmosphere for family planning work. Social functionaries like barbers, washerman, priests, indigenous midwives and school teachers take active interest in the programme. The study reports that family planning leaders can be found in all the areas of the community.

578. **POFFENBERGER, Thomas**
Husband-wife communication and motivational aspects of population control in an Indian village. Delhi, Central Family Planning Institute, 1969. 118p. (CFPI Monograph series no.10)

579. **POWAR, Sardara Singh**
An evaluative study of the effectiveness of agricultural extension programme (of some important aspects) on the cultivators of a selected block in the Punjab State. Ludhiana, Punjab Agricultural University, 1965. 111p. thesis (M.Sc.)

The study was conducted in twenty randomly selected villages of the development block Chola Sahib in Amritsar district by using a structured questionnaire. Results indicate that there is a substantial increase in the use of extension programmes and other improved agricultural methods.

580. **PRASAD, N**
Studies on some problems faced [by] ineffective utilization of local leadership. Sabour, Bhagalpur, Bihar Agricultural College, 1962. thesis (M.Sc.)

Questionnaire, non-participant observation and content analysis were the techniques used for data collection. Majority of the extension workers have no clear knowledge of the role of local leadership. Concept of local leadership is better known to village level workers than the supervisory staff.

581. **RAHUDKAR, W B**
Communication pattern in the acceptance of agricultural practices. In **Chawdhari, T.P.S.** ed. **Selected readings of community development. Hyderabad, National Institute of Community Development, 1967. 20-3bp.**

Report of a study in a block setting involving 339 farmer respondents in Nagpur to provide an elementary analytical model in the communication of agricultural information in India. Discusses the findings, dealing mainly with the triangular inter-connection between characteristics of farmers, sources of information and the extent of adoption. Several models relating to the adoption of farm practices in India are formulated.

582. **RAI, H N**
Diffusion of information and farmers response in relation to improved farm practices. Sabour, Bhagalpur, Bihar Agricultural College, 1964. thesis (M.Sc.)

Methods used for the collection of information include simple uncontrolled non-participant observation, Likert scale, and chi-square test. Results show that interest in reading various kinds of literature increases with the increase in the level of education of farmers. Demonstration is found to be the most important activating source for adoption.

583. **RAINA, B L**
A study in family planning communication — Meerut District by B.L. Raina, Robert R. Blake and Eugene M. Weiss. New Delhi, Central Family Planning Institute, 1967. 82p.

A study to test methodologies and operational procedures necessary to carry out family planning information programmes at various government levels utilising existing media resources and such minimal additional support which can be readily provided. It adopted interview technique before and after the information campaign was started. Findings indicate increase in the knowledge of the respondents. Wall writings, radio, newspapers, posters, cinema slides and individual contacts by government workers are found to be most effective.

584. **RAJINDER, Prashad**
Differential contribution of some correlates of village level workers influencing their communication effectiveness in the context of higher yielding varieties programme; a study conducted in the Punjab State. Ludhiana, Punjab Agricultural University, 1973. 110p. thesis (M.Sc.)

Findings indicate that communication effectiveness of the village level workers (VLWs) is generally not very high. Through configurational analysis the study reveals that VLWs who are 'low' on rural/urban status and years of schooling and 'high' on marital status, pre-service training score and magazine reading interest will be 'high' on communication effectiveness.

585. **RAJINDER, Prashad**
Relative effectiveness of information sources in the adoption process of some improved farm practices. Ludhiana, Punjab Agricultural University, Ludhiana, 1966. 87p. thesis (M.Sc.)

A study to determine the relationship between the various demographic characteristics of the respondents and the source of information. Findings indicate that while neighbours are the most commonly used source of information for improved farm practices, in some cases radio and village level workers also act as the first source of information. The study also shows that young age and education have a direct bearing on the use of impersonal sources.

586. **RAJVANSHI, A P**
A study of the impact of community development programme on the development of agriculture in development block, Bichpuri, Agra. Agra, R.B.S. College, 1965. 105p. thesis (M.Sc.)

A study to examine the extent of adoption of improved practices, assess the increase in the production of different crops during 1955-64 and to study the reactions of the farmers towards the development block under study. Interview method was used for data collection. It is observed that adoption of improved practices starts only after their inception. Most of the adopters belonged to the younger age group.

587. **RAO, C S S**
Effectiveness of audio-visuals in diffusing information and acceptance of approved agricultural practices. New Delhi, Indian Agricultural Research Institute, 1961. 137+16p. thesis (Ph.D.)

Data were collected through mimeographed and pictorial forms of questionnaires. It was found that extension personnel frequently used those aids that were available with them. Further a group of aids was more effective than any simple aid. The extension personnel did not have enough skill to use the aids more effectively. Need was expressed for provision of training in the use of movie projector, slide and filmstrip projector, posters, movies, slides, filmstrips and flannelgraphs.

588. **RAO, H S Gopala**
A study of knowledge and use of extension methods by the village level workers in Mysore District. Hyderabad, Andhra Pradesh Agricultural University, 1968. 84p. thesis (M.Sc.)

Findings indicate that the knowledge of village level workers about extension methods is high. Among various methods known to them are group contacts, general meetings and audio-visual methods. Education, rural orientation, training and experience are found to be positively related to their knowledge. The methods used are 'farm

and home' visits followed by demonstrations, group literature, tours, campaigns and melas.

RAO, J Sham Sunder
A study of certain characteristics of selected audio-visuals in communication see **424**.

589. **RAO, Kamala Gopal**
An exploratory study of IUCD acceptors. New Delhi, Central Family Planning Institute, 1966. 43p.

The study involved 70 cases, who had accepted IUCD from the family planning clinic of Irwin Hospital, New Delhi. Findings revealed that in about 79 per cent of the cases both the wife and husband were involved in decision making. Economic factor was the main motivating factor for accepting IUCD. The three most important sources of information identified were neighbours, lady doctors and relatives.

RAO, P Rama Mohan
Relative effectiveness of selected audio-visuals in teaching farmers about folear spray of urea on wheat crop see **425**.

590. **RAO, Satyanarayana K**
A study of the differential impact of lecture and film on farmer's knowledge. Hyderabad, Andhra Pradesh Agricultural University, 1970. 52p. thesis (M.Sc.)

The study conducted in Karimnagar district of Andhra Pradesh used an interview schedule for data collection. Findings indicated a significant gain in the knowledge of the farmers as a result of exposure to both film and lecture, but the effect of the film was comparatively higher. Farmers' reaction towards a film was found to be favourable. Avoidance of the use of technical terms, discussion after the show and supply of popular literature were some of the suggestions made by the farmers.

591. **RAO, Y V Lakshmana**
Communication and development; a study of two Indian villages. Minneapolis, University of Minnesota Press, 1966. 145p.

Primarily concerned with the role of communication in developing countries, this book reports a study of two villages, both in South India, but at different stages of development. It lists and describes the functions of communication in a developing community. Concludes with a model showing the relationship between communication and development in a traditional village.

592. **RATH, K C**
Role of panchayat members in rural development activities with special reference to agricultural production. Bhubaneswar, College of Agriculture, 1969. 60p. thesis (M.Sc.)

A study to assess the socio-economic status of panchayat members and their knowledge about their specific role in rural development activities. Interview schedule was used for data collection. Findings indicate that there is no positive relationship between their knowledge of their role and adoption of improved farm practices.

593. **RATHOR, B K S**
A study of communication channels in dissemination of improved agriculture information to the farmers of development block, Bichpuri, Agra. Agra, R.B.S. College, Bichpuri, 1965. 76p. thesis (M.Sc.)

A study to examine the extent of knowledge, conviction and adoption of improved agricultural practices. It also determines the different communication channels and their relative contributions in awareness, adoption and conviction. Interview method was used for the collection of information. Results show that the extent of knowledge, conviction and adoption of improved practices varies widely from practice to practice. Compositing and green manuring has the highest adoption while plant protection has the lowest adoption rate. Channels of communication differ greatly in their effectiveness in creating knowledge, conviction and adoption of improved farm practices. Common causes of non-adoption are ignorance and lack of adequate supply of inputs.

REDDY, B Narotham
Relative effectiveness of certain selected visual-aids for popularising paddy high yielding varieties see 427.

REDDY, Sarvareddy Venku
Leadership in relation to the interpersonal communication behaviour see 23.

594. **REDDY, V Manohara**
A study of the status and the role of extension agency and local organisations in promoting development in Srinivaspur Taluk of Kolar District as perceived by the elected local leaders. Bangalore, University of Agricultural Sciences, 1972. 85+16p. thesis (M.Sc.)

Data for the study were collected from June, 1971 to May, 1972. Eighty-six respondents were interviewed. Results reveal that extension educational activities are considered to be effective. Leaders of progressive organisations are comparatively younger and have a high socio-economic and educational status.

595. **REDDY, Veera Raghava M**
Adoption of improved agricultural practices of rice cultivation in Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1968. 97p. thesis (M.Sc.)

The study which was conducted in two villages of Gunter district, seeks to find out the extent to which recommended farm practices have been accepted and to

trace the factors affecting its acceptance. Findings indicate that farmers of the upper caste depend on government agencies for information while low caste farmers depend both on neighbours and government agencies. Higher education and larger farm size, are directly related to the use of government agencies.

596. **ROY, Prodipto**
Agricultural innovation among Indian farmers. Hyderabad, National Institute of Community Development, 1968. 112p. bibl.

A report on the 22nd phase of the study on the Diffusion of Innovations in India involving 680 farmers to determine what factors affect the innovative behaviour of the individual farmer within the community setting. It focusses on 1) The farm setting in which the farmer's decisions are made, 2) The farmer himself and the social context in which he makes decisions, 3) Aspects of the communication process through which the farmer comes to learn about innovations in agriculture and 4) Certain aspects of the farmer's social and psychological characteristics.

597. **ROY, Prodipto**
Health innovation and family planning; a study in eight Indian villages. By Prodipto Roy and Joseph Kivlin. Hyderabad, National Institute of Community Development, 1968. 53p. mimeo.

This is part of a larger study on Diffusion of Innovation, a project undertaken jointly by the NICD and the Michigan State University. Part one studies the different health practices, the social, economic and educational status, exposure to communication, and the social-psychological variables of health adoption. Part two studies the factors involved in the adoption of vasectomy and the loop.

ROY, Prodipto
The impact of communication on rural development; an investigation in Costa Rica and India see 809.

598. **ROY, Prodipto**
Two blades of grass; a summary of two studies on agricultural innovation in India. Hyderabad, National Institute of Community Development, 1968. 40p. illus. mimeo.

A condensation of two technical reports on Phase I and Phase II of a study to determine some of the major factors which affect agricultural innovations in Indian villages and to examine the differences in adoption behaviour among Indian villages and farmers. This study was part of a three nation project comparing the diffusion of innovations in Brazil, Nigeria and India.

599. **SAHOO, S C**
Impact of economic factors in adoption of improved practices in high yielding varieties of rice. Bhubaneswar, College of Agriculture, 1970. 68p. thesis (M.Sc.)

The investigation was carried out in Kauti and Arisal Panchayats by using the interview method. Findings indicate that the communication behaviour of the farmers indirectly influences the adoption process.

SANDHU, Anoop Singh, comp.
Extension research on farm radio programmes see 8.

600. **SANDHU, Makhan Singh**
A study of sources of information at the different stages of adoption of selected improved agricultural practices by the cultivators of Ludhiana Block. Ludhiana, Punjab Agricultural University, 1967. 63p. thesis (M.Sc.)

Using the interview technique with the help of a structured schedule, the study which was done in two villages of Ludhiana block in Punjab, seeks to determine the farmers' sources of information, the effectiveness of those sources and the pattern of their use. Findings indicate that while formal cosmopolite sources ranked first at the trial stage, informal localite sources led all the other categories at other stages of adoption.

601. **SANDHU, S K**
Family planning programme within work premises by S.K. Sandhu, D.S. Dubey and A.K. Devgan. New Delhi, Central Family Planning Institute, 1968. 13p.

Findings indicate that coordinated use of group meettings alongwith printed literature is very effective for quick dissemination of information and for activating the informal channels of communication. Welfare personnel in such work situations prove useful in legitimising the programme.

602. **SATYANARAYANA, Ch**
A study of the sources of information in the different states of adoption of improved animal husbandry practices in key village block — Karimnagar, Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1967. 101p.

Data for the study were collected through a structured interview schedule. Findings show that in the adoption of artificial breeding, disease control and elimination of curb bulls the non-institutionalised sources are rated high at trial and awareness stage while institutionalised sources are found to be used in all other stages. Mass media is the least utilised source for all practices. Findings also indicate that the young and middle age group, literate and higher educated groups and those with medium and large holdings tend to use the government sources for seeking information.

603. **SEMINAR on Population Information, Lucknow, 1971**
Seminar papers. Delhi, Department of Family Planning and Press Institute of India, 1971. 1v.(various pagings). mimeo.

Papers presented at this seminar included several on the role of mass media in family planning education and motivation. Others outline the strategy for family planning and discuss the population problem in the 1970's and after.

604. **SEN Gupta, A**
Developing family planning volunteers group leadership at the ISI; an institutional experiment. Calcutta, Indian Statistical Institute, 1965. 1v.(unpaged). (Family Planning Research Unit technical paper no.3).

With the help of constant informal contacts and observation of the social behaviour of workers in the Indian Statistical Institute, Calcutta, the investigators explored the possibility of developing a family planning programme effectively, to encourage and mobilise group leadership in the programme and to make efforts for obtaining the maximum impact on the fertility behaviour of the currently mated population. The findings confirm that the development of an effective volunteer group leadership programme in family planning is possible and the role of opinion leaders is important in the adoption process.

605. **SEN Gupta, A**
Exhibition as a method of communication in family planning. Calcutta, Indian Statistical Institute, [1967]. 1v.(unpaged). (Technical paper no.10).

The study was conducted in 1967 in the urban areas of Calcutta. According to one of its conclusions, about 82.5 percent of the people who visited the exhibition felt the need to adopt birth control methods.

606. **SEN, Lalit K**
Awareness of community development in village India; a preliminary report by Lalit K. Sen and Prodipto Roy. Hyderabad, National Institute of Community Development, 1966. 75p.

A report on a study to determine the awareness of the villagers of the Indian community development programme. The first three chapters give the origin of the study, the theoretical background, the objectives, the sampling design, the method of execution and processing of the data and the findings. The remaining five chapters deal with the adoption of innovations in agriculture, health and family planning; the level of development of communication facilities and village institutions; the leadership pattern in the villages; and a general analysis of the process of modernisation in Indian villages based on the research findings.

607. **SEN, Lalit K**
Planning rural growth centres for integrated area development; a study in Miryalguda Taluka. Hyderabad, National Institute of Community Development, 1971. 245p.

Report of a study designed to develop a methodology for micro-level planning that could be used in bringing

about integrated development of India's rural areas. The report spells out the growth centre concept, which suggests selective investments in selective centres in the rural areas, which could serve as focal points for marketing, storage and transportation, provide services, recreational facilities and employment opportunities for their respective hinterlands and act as stimuli for further growth.

SHARDA, H C
Effectiveness of AV aids in adoption of improved agricultural practices see 429.

608. **SHARMA, K D**
Concepts, objectives, process and impact of national demonstration as perceived by specialists and farmers in Rajasthan. Jobner, Rajasthan, College of Agriculture, 1970. 135p. thesis (M.Sc.)

Findings reveal that national demonstration has not reached a stage where the research and election specialists could be said to have a clear perception of its concepts. Objectives behind the programme are not perceived clearly. However, demonstrations are an excellent source of diffusing information about the cultivation of high yielding varieties.

609. **SHARMA, L D**
A study of the role of agricultural extension officers in programme planning at block level in Punjab, 1968. Ludhiana, Punjab Agricultural University. thesis (Ph.D.)

Data were collected with the help of a questionnaire distributed among the various extension personnel in specially organised meetings to determine their perceived and expected role in the present set up of the national extension service programme at block level. Findings indicate high rate of consensus among them as far as their role expectation is concerned. There are disagreements regarding their role performance.

610. **SHARMA, S K**
Role of television in promoting family planning. In **Aspects of population policy in India. New Delhi, Council for Social Development, 1971. 98-104p.**

A paper presented at the National Conference on Population Policy and Programmes, December 19-23, New Delhi. The author discusses certain considerations for using television as a tool for promoting family planning in India. He also touches on multi-media approach for solving this great problem.

611. **SHARMA, S K**
Television in agricultural transformation. By S.K. Sharma and Jagdish Singh. New Delhi, Indian Institute of Agricultural Research, 1972. 75p. bibl. mimeo.

The authors pool together in this book findings in research studies conducted to evaluate the effectiveness

of television in the transfer of agricultural know-how to the farming community and to assess the attitude of rural people towards TV programmes and the programmes' impact on them.

612. SHARMA, S P
A study of the relative effectiveness of the sources of farm information on the adoption of improved farm practices in development block, Bichpuri, Agra. Agra, R.B.S. College, 1969. 79p. thesis (M.Sc.)

A study to determine different sources of farm information, relative importance of different sources and their relationship with the socio-economic characteristics of the farmers. Interview method was used for data collection. Findings reveal that sources of information are informal contacts, professional and educational agencies and mass media. Professional and educational agencies are the most important source, followed by informal contacts. Educational and professional agencies, tours and field trips are generally utilised by farmers with high socio-economic status.

613. SHETE, N B
A study of communication behaviour of extension personnel of Maharashtra Agricultural Extension System. New Delhi, Indian Agricultural Research Institute, 1974. 179+24p. thesis (Ph.D.)

A study to examine the communication behaviour of extension personnel. Findings reveal that majority of the extension personnel evaluate research recommendations by one method or the other before passing them to the farmers. Common methods adopted include discussion with colleagues and assessment of technical feasibility.

SIDDARAMAIAH, B S
Influence of farm broadcasts on the knowledge of farmers and radio-owner's listening habits and preferences see 814.

614. SIDDIQUI, Rizwan Ullah
A study of the utilization pattern of local manurial resources and introduction of scientific method for their use in the adoption of composing in Narayanpur and Gangapur villages of Rudrapur block, District Nanital. Pantnagar, Agricultural Sciences and Technology, G.B. Pant University, 1965. 85p.

Using the methods of baseline survey, interviews, personal observation and study of records and reports, the investigation seeks to study among other things, the importance of extension methods in the adoption process. Findings indicate that while awareness is created through personal contacts, interest is created through both personal contact and demonstration. The combination of personal contact, demonstration and written material is found to be effective in final adoption.

615. SIDHU, S S
A study of the use of different extension teaching methods by VLWs of IADP and non-IADP areas of Punjab State with respect to Agriculture Extension Programme. Ludhiana, Punjab Agricultural University, 1966. 72p. thesis (M.Sc.)

The study was carried out in five blocks of Ludhiana and five blocks of Bhatinda districts in the Punjab. Findings reveal that all the methods of individual contact are most commonly used by the village level workers in both the areas. In the non-Intensive Agricultural Development Plan (IADP) area however the result demonstration is the most frequently used method. While group contact methods are comparatively more popular in IADP districts, mass contact methods do not show much variation between the two areas.

616. SINGH, Bijay Kumar
Diffusion of information about high-yielding varieties and multiple cropping through the medium of national demonstration. New Delhi, Indian Agricultural Research Institute, 1968. 158p. thesis (M.Sc.)

A study to explore the sources of information about new agricultural practices used and utilised by the farmers; to determine the relative availability and credibility of national demonstration as a source of information, effects of physical proximity of the cultivators to the block headquarters on the use of different sources and to study the association of the personal characteristics of the cultivators and the number of information sources used by them for getting information about different aspects of high yielding varieties. Results indicate that different information sources differ in the extent to which they are utilised by the cultivators for getting information about different aspects of improved agricultural practices. The study also reveals that national demonstrations are relatively more available and more credible.

617. SINGH, D
Role of village level worker in high yielding varieties programme (a case study). Agra, R.B.S. College, 1969. 62p. thesis (M.Sc.)

A study to determine the extent of duty performance of village level workers (VLWs), their technical competence, problems faced in the adoption of high yielding varieties and suggestions to overcome them. Interview technique was used for the purpose. Results show that the VLWs' reports are poor. Technically they are competent to disseminate information on package of practices of high yielding varieties. Reasons for non-adoption are lack of irrigation, lack of technical knowledge and paucity of funds.

618. SINGH, J
Extension personnels' perception of Intensive Agricultural

District Programme in Jammu district. Sabour, Bhagalpur, Bihar Agricultural College, 1968. thesis (M.Sc.)

The study reveals that a very low percentage of extension personnel have a correct concept of the programme. Programme objectives aiming at providing service to the farmers are considered more important than the educational aims.

619. **SINGH, Jagdish**
A study of the agricultural extension methods in relation to achievements and limitations; trends [in] agricultural development in the Nangloi extension area. New Delhi, Indian Agricultural Research Institute, Division of Agronomy, 1957. 77p.

A study to assess the relative effectiveness of various extension techniques used for popularising improved agricultural practices. Findings indicate that individual demonstration is the most convincing method, followed by neighbours who play an important role in popularising the improved practices.

620. **SINGH, K N**
Agricultural extension. New Delhi, Press Institute of India, 1971. 6p. mimeo.

Paper presented at the Seminar on Agriculture in India's Future, New Delhi, 1971. Discusses the strategy for agricultural development in India through community development and national extension service. Also mentions various programmes and the role of extension education in the overall development and change in the rural community.

621. **SINGH, K N**
Communication strategy for developing countries with special reference to India — a view point. By K.N. Singh and Ch. Shankariah. Honolulu, East-West Centre, 1969. 8p. mimeo.

A paper presented at the Society for International Development, World Conference, 11th, New Delhi, 1969. Discusses factors that influence the planning of the communication strategy, the adoption process and the sources of communication. Also examines the effectiveness of radio and TV, their impact on farmers and contribution to the progressiveness of the villages.

622. **SINGH, Lal**
Effectiveness of films in disseminating knowledge of improved agricultural practices. Udaipur, Rajasthan College of Agriculture, 1964. 109p. thesis (M.Sc.)

Using questionnaires and exposure of films as methods to collect information, the study conducted in village Dangio Ki Pacholi in Udaipur (Rajasthan), seeks to study the effectiveness of films. Discussions include the cumulative effect of the films, the formation of learning groups on the

basis of quartile deviation and the correlation between the socio-economic status of the farmers and the effectiveness of the film.

623. **SINGH, M**
A study of the comparative effectiveness of radio and literature as media of communication in agricultural extension. Agra, R.B.S. College, 1969. 67p. thesis (M.Sc.)

A study to determine the use of radio and literature as media of communication, their relationship with the socio-economic background of the users and their role in adoption of improved farm practices. Interview technique was used for data collection. Results reveal that the extent of use and effectiveness of radio and literature vary from practice to practice and stage to stage of adoption. Literature is more effective at all stages. Information seeking index is positvely related to the extent of adoption of improved farm practices. Socio-economic status has a positive influence on the extent of seeking information.

624. **SINGH, Malook**
Utility of farm broadcasts from All India Radio, Jullundur to the block staff of Punjab (India). Ludhiana, Punjab Agricultural University, 1973. 91p. thesis (M.Sc.)

The objective of this study was to ascertain the level of awareness and popularity of farm broadcasts; the utility of broadcasts in disseminating farm information to farmers, and to study the relationship between the utility of farm broadcast and the personal, social and situational characteristics of the block staff. Conducted in 12 blocks in five districts of Punjab, this study used item analysis methods to identify various dependent and independent variables. Findings revealed that in majority of the cases the level of awareness of farm broadcasts was average while the popularity was high. It also indicated the frequency and comparative scale of liking and utility of different agricultural programmes. Significant variables recognised included education, economic status, ambition and number of radio sets.

625. **SINGH, Manmit**
A study of certain factors associated with the effectiveness of village level workers in intensive agricultural district programme [in] Ludhiana. Ludhiana, Punjab Agricultural University, 1968. 117p. thesis (M.Sc.)

A study to identify the factors responsible for the effectiveness of village level workers, and to suggest measures to improve their functional efficiency. Results show that sincerity, integrity and sympathy are important factors for effectiveness. Pre-service training, direct recruitment and young age are positively related to the efficiency of VLWs.

626. **SINGH, N N**
A study of result demonstrations conducted in the Rabi season of 1963-64 by postgraduate students in agri-

culture extension [at] B.R. College, Bichpuri, Agra. Agra, R.B.S. College, 1966. 68p. thesis (M.Sc.)

A study to determine the impact of result demonstrations on the reactions of the farmers. Findings indicate that demonstrations for crops like potato and wheat were effective whereas those of grain, pea and grain mixture did not exert any influence over the farmers.

627. **SINGH, Nagendra Prasad**
Differential perception of communication source credibility and its utilization patterns among young and adult farmers. New Delhi, Indian Agricultural Research Institute, Division of Agricultural Extension, 1971. 111p. thesis (M.Sc.)

A study to examine the sources of agricultural information, how they are perceived by different age groups of farmers and what socio-psychological factors influence their knowledge and perception about the existing communication sources. Findings reveal that the knowledge quotient of farmers is higher in the progressive villages. Village level workers, radio, demonstrations, friends, neighbours, 'krishi goshti' (agricultural discussion), leaflets and posters are the communication sources utilised.

628. **SINGH, R P**
A study of the concepts of extension as understood by the extension personnel at the block level. Sabour, Bhagalpur, Bihar Agricultural College, 1961. thesis (M.Sc.)

Mailed questionnaire, content analysis, participant observation and diary writing were the methods used for the collection of information. Results reveal that extension personnel are very confused about the term 'Extension' and lack clear understanding of different extension methods.

629. **SINGH, Ranjit**
A comparative study of adoption of high yielding varieties programme by the farmers of television and non-television villages. New Delhi, Indian Agricultural Research Institute, 1971. 113p. thesis (M.Sc.)

This study examines the information seeking behaviour of farmers in the television and non-television villages, their source credibility patterns, their differential level of perception and the study of socio-economic factors associated with their adoption behaviour. Two television and non-television villages each were randomly selected in the Community Development, Block Mehrauli in Delhi Union Territory, to constitute the sample. Methodology includes observation method and interview through structured schedules. Findings indicate that farmers belonging to television villages are far ahead of their counterparts in non-television villages, in respect of agricultural development programmes. Reasons for the higher degree of modernisation in the television villages are attributed to the positive influence of television.

630. SINGH, Sarjit
Attitudes of extension personnel towards mono-purpose and multi-purpose approaches for agricultural extension activities in Punjab. Ludhiana, Punjab Agricultural University, 1968. 90p. thesis (M.Sc.)

A study to examine the attitude of extension personnel working in the Intensive Agricultural Development Programme (IADP) villages and non-IADP villages. Findings indicate that the extension personnel working in both areas have a favourable attitude towards the use of extension methods.

SINGH, Sarjit
Indicators of the impact of Agricultural Extension Programme in IADP and normal CD Block Programmes in Punjab see 817.

631. SINGH, Vijay
Some factors related to differential use of various information sources by the different farmers of IADP Block, Ludhiana, for the adoption of improved agricultural practices. Ludhiana, Punjab Agricultural University, 1973. 85p. thesis (M.Sc.)

A study to investigate the various sources of information used by the farmers, frequency of use, relative effectiveness and their relationship with the personal characteristics of the farmers. Findings reveal that informal personal sources are most frequently contacted and are found to be the most effective. Punjab Agricultural University is identified as the most effective source of information at the awareness and interest stages of the adoption process, while neighbours and self experience are most effective in the trial and adoption stages. The study finds a positive correlation between education and extension and use of impersonal sources. In the use of informal personal sources, extension contact and social participation play an important part.

632. SINGH, Y P
A sociological study of the characteristics of the key communicators of agricultural innovations; with special reference to their role in the diffusion of modern technology in agriculture. Agra, R.B.S. College, 1970. 225p. thesis (Ph.D.)

A study to determine key communicators of technological changes in agriculture, their socio-economic and psychological characteristics, and their role in bringing about technological changes. Findings indicate that communication differs significantly in relation to age, caste and size of farm. Key communicators are older, belong to the upper caste and are more educated. They perform the role of change agents and adoption leaders effectively.

633. SINHA, Abhai K
A study of agricultural information and their sources in

adoption of improved practices in relation to sugarcane cultivation. Sabour, Bhagalpur, Bihar Agricultural College, 1965. thesis (M.Sc.)

Participant and non-participant observation, content analysis and diary method etc., were used for the collection of data. It was observed that majority of the younger farmers used government, non-government and public sources of information. Utilisation of sources was found to be directly proportional to the size of holding and amount of information possessed by the farmers.

634. **SINHA, P R R** ed.
Studies in extension education. Hyderabad, National Institute of Community Development, 1972. 151p. illus.

This book highlights the findings of some of the important researches in extension education in India. The thirteen research reports in the book deal with different topics related to extension education including attitudes, administration, adoption and the impact of national demonstrations.

SITARAM, K S
An experimental study of the effects of radio upon the rural Indian audience see 819.

635. **SOMASEKHARAPPA, G**
Impact of production-cum-demonstration training sessions on the adoption of improved farm practices and on the knowledge of farmers in Bangalore district. Bangalore, University of Agricultural Sciences, 1971. 116p. thesis (M.Sc.)

The objectives of the study are to compare the areas in villages covered by the production-cum-demonstration training sessions with that of similar villages where training sessions were not held, and to determine the level of adoption and participation. Data were collected from Bangalore district for a period of one year. Fifty-two adopters and fifty-two non-adopters were selected from 14 randomly selected villages. Methods used were survey research, field study, knowledge test, item analysis, 't' test, chi-square test and personal interviews. Average participation of farmers in each of the production-cum-demonstration training session was found to be very low. Adoption of recommended practices was higher among participant farmers. Significant increase in knowledge was observed as a result of participation.

636. **SOOD, Shashi Mukhi**
Attitude of rural women in Delhi territory towards selected aspects of educational programmes for improvement in nutrition and extent of their adoption of these practices. New Delhi, Indian Agricultural Research Institute, 1970. 115p. thesis (M.Sc.)

The study which was done in Mehrauli block of Delhi, seeks to measure the attitude of rural women towards the

educational programme on nutrition alongwith the source utilisation pattern at different stages of adoption. Results indicate that majority of the respondents feel the need for information on nutrition and kitchen gardening prior to their participation in training. They also reveal that the Gramsevika (village level woman worker) is the most utilised source of information at the awareness stage. But at the decision making stage, family members play an important part.

637. SOOD, V K

An investigation into the time analysis of village level workers in the Punjab State. Ludhiana, Punjab Agricultural University, 1968. 71p. thesis (M.Sc.)

The study was conducted in Ludhiana, Firozepur and Kangra districts of Punjab. The data was collected from a random sample of village level workers through an interview schedule based on their work chart. Findings indicate that the village level workers spend more than half of their time in work related to agricultural extension and the rest on other activities and office work. Differences are noticed in the working patterns of village level workers in both intensive and non-intensive agriculture development programmes.

638. SORANG, S P

An analysis of time utilization of agricultural extension officers of IADP and non-IADP areas of Punjab State. Ludhiana, Punjab Agricultural University, 1966. 66p. thesis (M.Sc.)

The study was conducted in five districts of Punjab and the data collected through a specially structured interview schedule. On the whole the Agricultural Extension officers of IADP (Intensive Agriculture Development Programme) and non-IADP seem to spend more time in their field of work than in the office. The personal demographic characteristics of the officers do not show any significant relationship with the time spent.

639. SREEHARI, Reddy B

Adoption of improved agricultural practices in Bangarupalem, P.S. block in Chittoor District, Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1968. 79p. thesis (M.Sc.)

The study which was conducted in two villages used interview schedule for data collection. It seeks to study the extent of adoption, reasons for non-adoption, factors affecting adoption and effect of different sources of information. Findings indicate that both formal and informal sources have the same impact on the process of adoption.

640. SUBRAMANYAN, V S

Causes for the success or failure of recommended package of practices for rice in Madras. Hyderabad, Andhra Pradesh Agricultural University, 1968. 74p.

The study which was conducted in Thiruvidamarudur block of District Tharyavur seeks to find out the factors that facilitate or retard the adoption of the recommended package of practices. Data were collected through interview schedules and participant observation. Findings indicate that neighbours are the most important source of information for adoption of improved practices.

641. **SYED Hashim Moizuddin**
A critical study of knowledge and use of some extension methods by selected village level workers in Andhra Pradesh. Hyderabad, Andhra Pradesh, Agricultural University, 1966. 104p. thesis (M.Sc.)

A study to assess the relationship between knowledge, age, experience, training and the extent of utilisation of extension methods and to suggest improvements in the training course. Data were collected through questionnaires, observation and informal discussions with the village level workers. Findings indicate that the general performance of the village level workers is satisfactory. Young age and higher education are found to be positively related with knowledge of extension methods.

642. **TAMIZUDDIN, M**
An analysis of work load of VLWs in a CD Block of Bihar. Sabour, Bhagalpur, Bihar Agricultural College, 1963. thesis (M.Sc.)

Methods used for data collection include diary writing, schedule and content analysis. Findings indicate that village level workers (VLWs) have a rural background. Obstacles faced are lack of proper guidance, residence and godown facilities. The VLWs prefer a coverage of 400-500 families and 2000-3000 population spread over an area of 3-4 square miles for effective multi-purpose activities.

643. **THAKUR, B S**
Villagers and the news: a study of communication in rural areas. By B.S. Thakur, Allen Bradford and N.V. Thirtha. Secunderabad, Indian Institute of Public Administration, 1963. 43p. illus.

A report on a survey of the effectiveness of mass communication media in the villages of Andhra Pradesh. It deals mainly with the following: 1) the extent of villagers' knowledge of news at various levels from local to international, 2) the sources of information of the villagers and 3) the nature of villagers' comprehension and distortion of the news.

THAPAR, Romesh
Visual aids in fundamental education and community development see 431.

644. **TRIPATHI, A P**
Work and time analysis of village level workers in CD Block, Bichpuri, Agra. Agra, R.B.S. College, 1966. 79p. thesis (M.Sc.)

A study to examine the nature of work undertaken by VLWs and time devoted to these activities including the problems faced by them. Findings indicate that VLWs spend most of their time in arranging services and supplies and participating in meetings. A little less than half of the time is spent in their own blocks. Problems faced by them include lack of time, paper work, lack of training and ignorance of new ideas.

645. **TYAGI, D K**
Role of mass communication in family planning in India. New Delhi, Ministry of Health and Family Planning; Department of Family Planning, [n.d.]. 7p. mimeo.

The paper seeks to point out the importance of mass communication in the family planning programme in India. It focuses attention on the relative role of different mass media such as radio, newspapers, cinema, TV and print medium. It also mentions the present mass media facilities in India and limitation of its reach to the broad masses.

646. **TYAGI, Mohendra Singh**
A study of adoption of improved farm practices as related to their source of information in CD Block, Bichpuri, Agra. Agra, R.B.S. College, 1967. 93p. thesis (M.Sc.)

The study ascertains the relationship between the socio-economic characteristics of the adopters and the extent of adoption of improved farms, including the source of information and its relation with the level of adoption. Information was collected by means of interviews. Results reveal that caste, size of farm and economic status are positively related to adoption. Most important sources of information are VLWs, followed by demonstration and neighbours with high adoption, high socio-economic status, large size of farm and using institutionalised sources of farm information.

647. **UNESCO**
Social education through television; an All India Radio-Unesco pilot project. Paris, 1963. 44p. (Unesco. Reports and papers on mass communication no.38)

This is a report on the AIR-Unesco project on the use of television for adult education, giving an account of the origin of the project, the beginnings of the TV Centre, the initial experiment, the programmes broadcast under the project, the formation and functioning of teleclubs and a description of the study to evaluate the impact of telecasts on citizenship, shifts in information, attitudes and behaviour.

648. **UNIVERSITY of Kerala**. Department of Statistics
Family growth: desires, ideals and achievements. Trivandrum, 1965. 168p.

The report provides findings about communication aspects of the programme. It reveals that in no segment of

the population, more than a quarter of the wives attend family planning meetings for ladies. Relatively speaking, the exposure to group meetings is higher as compared to articles and advertisements in newspapers and magazines or radio programmes concerning family planning. Exception to this pattern is noticed in the case of higher status people who show tendency to be exposed more to newspapers and radio as compared to group meetings. Newspapers and magazines do not reach the lower strata of the population. Radio ownership in this group is rare and the programme timings do not suit the women.

649. **UP Health Education Bureau**
Effectiveness of family planning wall painting: report of the pilot evaluation study of family planning wall painting made at Goshainganj district, Lucknow. Lucknow, Field study and Demonstration Section, 1968. 15p.

650. **UP Planning Research and Action Institute**
Family planning communication action research project (project — test phase). Lucknow, 1968. 46p.

Report on the experiences of the test phase of a project which was conducted to develop various extension education methods and their effectiveness in the field of family planning. It includes findings in the area of communication and motivation, acceptance of family planning methods, role and functions of various workers, input, efforts, achievements, leadership and IUCD clinic management.

651. **UP Planning Research and Action Institute**
Manual of extension education methods in family planning, Lucknow, 1969. 56p.

A reprint from another publication which includes discussion on the development of various family planning programmes and details about organising each of them.

652. **UP Planning Research and Action Institute**
Report on family planning communication action research project (pilot phase). Lucknow, 1966. 296p.

Report of the pilot phase of the project which was conducted in Lucknow in 1963 for developing various extension education methods and testing their effectiveness in the field of family planning.

653. **VEERABHANDRAIAH, V**
A study of the extent of adoption of selected recommended practices and sources of information in respect of hybrid maize cultivation in selected taluks of Bangalore district. Bangalore, University of Agricultural Sciences, 1969. 70p. thesis (M.Sc.)

A study to assess the extent of adoption of selected recommended practices, sources of information and relationship between the extent of adoption and farmer's characteristics. Personal interview method was used for data collection which was analysed with the help of adop-

tion quotient, percentage, analysis and chi-square test. Results show that a negligible percentage of farmers have adopted the recommended practices.

654. VEERAIAH, N
Relative effectiveness of extension on acquisition of knowledge about package of practices in I.R.-8 paddy cultivation. Hyderabad, Andhra Pradesh Agricultural University, 1969. 63p. thesis (M.Sc.)

The present study was carried out in four villages of Phiarangipuram block of Guntur district using structured interview schedule for data collection. Findings show that the exhibit method is the most effective in increasing knowledge. This is followed by lecture with flannelgraph and lecture alone. A positive relationship between education, size of holding and gain of knowledge exists but age is found to be negatively related.

655. VENKATA, Rao, A
A study of treatment of message and channels of communication in some gramsevak training centres of Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1969. 58p. thesis (M.Sc.)

The survey seeks to evaluate the effectiveness of the performance of teaching staff; to identify the shortcomings in training centres which stand in the way of effective communication and to suggest measures for improvement. Findings indicate that performance of class room teaching is not satisfactory. Certain aspects such as the use of teaching aids, summarising, questionnaire and reference needs improvements; demonstration methods are not being used and job training is not proper. Suggestions for improvement include preparation of lesson plans, planning of campus practicals and close supervision during job placement.

656. VERMA, S S P
Relative effectiveness of lecture and its combinations with chart and group discussions. Sabour, Bhagalpur, Bihar Agricultural College, 1966. thesis (M.Sc.)

The study reveals that the most effective method is the combination of lecture meeting, chart and group discussion. Difference in gain of knowledge due to different combinations of teaching methods is minimised by increasing the levels of education and number of exposures.

657. WILDER, Frank
Four faces and the red triangle: India's new strategy in mass motivation for family planning by Frank Wilder and D.K. Tyagi. 1968. 11p. mimeo.

The paper discusses various mass communication strategies adopted in India to limit the birth rate. It also seeks to discuss problems faced in family planning communication strategies in developing countries especially India.

XIV. COMMUNICATION TEACHING AND TRAINING

658. **BASHIRUDDIN, S**
Mass communication education situation in India: an overview. 1972. 11p. mimeo.

Paper presented at a seminar organised by Amic in co-operation with the Ministry of Information, Government of Malaysia in Kuala Lumpur, from May 29 - June 1, 1972. Throws light on the notable institutions in India currently imparting education in mass communication. It provides information on the activities of the Indian Institute of Mass Communication; contributions of the Press Institute of India, role of the agricultural communication divisions, university departments of journalism, the Film and TV Institute and research journals.

659. **DAMAN, Prakash**
A handbook of communication and the cooperative teacher. New Delhi, International Cooperative Alliance, Regional Office, and Education Centre for South East Asia 1971. 34p.

Discusses the methods of education and the selection and application of teaching aids from the point of view of classroom teaching. Designed for instructors at cooperative training centres, this document includes topics on principles and process of communication, methods of education, audio-visual and graphic aids.

660. **INDIA.** Ministry of Information and Broadcasting
Report of the committee appointed to enquire into the working of the Film and Television Institute of India. Poona, [n.d.]. 52p.

The committee examines the working of the institute, minimum qualifications for admission, theoretical as well as practical training provided and management of hostels. Location of the institute, its aims and objectives, merits and demerits are highlighted. Suggestions to improve the performance of the institute are also discussed.

661. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Indian Institute of Mass Communication. New Delhi, 1965. 4p. (Background to the news.)

The paper discusses how the Indian Institute of Mass Communication came to be established. It highlights the discussion of the study team sponsored by the Ford Foundation which recommended establishment of the Institute. The discussion includes communication needs of the country and the role the Institute should play in the area of training, research and documentation. The objectives set before the Institute are delineated.

662. **INDIAN Institute of Mass Communication**
Annual report. 1966- . New Delhi, 1967- .

663. **KRISHNA Murthy, Nadig**
Upgrading teaching and training in mass communication in Asia. 1972. 15p. mimeo.

Paper presented at the Seminar on Communication Teaching and Training organised by Amic in Colombo on October 12-17, 1972. Traces the history of journalism education in India and stresses the need of education in mass communication. Stress in training is laid on the method of disseminating new ideas and practices for accelerating the pace of socio-economic change. It is suggested that journalism education should be imparted at undergraduate as well as post-graduate stages.

664. **NATIONAL Productivity Council**
Teaching communication methods. New Delhi, 1969. 191p.

A training manual for personnel working in various industrial and business organisations. It is purported to streamline the course contents.

665. **TEWARI, I P**
Training of information personnel in a developing country. Honolulu, East-West Centre, 1972. In Seminar on the Role of Government Information in National Development, Honolulu, 1972. Papers and proceedings. Honolulu, East-West Centre, 1972. 4p. mimeo.

States that a priority perspective in any training programme for information personnel is the understanding of development as part of a commitment and as a function of state policy. Mentions several aspects of training in developmental information, including dissemination of instructional information, the 'reach' of that information and its credibility.

XV. MASS MEDIA IN FORMAL EDUCATION

666. **AHLUWALIA, S L**
Role of purposeful activity in learning and communication. New Delhi, National Council of Education Research and Training, 1961.

The study seeks to prove that purposeful activities create ideal conditions for learning and that communication is vitally improved through them. Such activities shape and energise the total personality of the child to receive

and assimilate the stimuli in the dynamic field of his experience.

AHLUWALIA, S L
Speaking and writing about films and TV with special reference to educational films see **412.**

667. **BANERJI, M**
An investigation into the contents of the school broadcasting programmes from All India Radio, Lucknow-Allahabad. Lucknow, Lucknow University, 1959. thesis (M.Ed.)

The objective of the study was to analyse critically and assess the effect of school broadcasting programmes from All India Radio, Lucknow-Allahabad. Investigation was carried out with a five-point plan which included discussions with AIR authorities, principals and teachers of schools and an analytical study of the answers to two questionnaires. Results revealed that the programmes were unpopular and not fully utilised.

668. **BHALLA, C L**
Audio-visual aids in education. Delhi, Atma Ram, 1963. 170p.

The book divided into seventeen chapters, discusses various aspects of audio-visual aids. Existing and past aids are listed with emphasis on their planning and use in education. A special chapter is devoted to home made aids. Also included is a chapter on adult education and audio-visual techniques designed to help adult education groups solve the problems arising in their day to day work from the ever growing use of audio-visual media. The book is fully illustrated.

669. **BHAVSAR, D H**
Use of films as an aid to teaching. Baroda, M.S University, 1951. 155p. thesis (M.Ed.)

The study was carried out on primary and secondary girls schools using experimental methods. Findings indicated that students who were taught through films performed better in their examination; their understanding and retention of knowledge being greater. Silent films were found to be better. It was also found that films aroused interest in teaching.

670. **BHOLA, H S**
Effective use of display material in schools. New Delhi, National Council of Educational Research and Training, 1964. 46p.

The monograph describes how a display board can become an indispensible medium of communication in schools with the help of designs. It explains how pictorial and other materials can be utilised attractively and with ingenuity by teachers both in and outside the classroom.

671. **CHAKRABARTI, Sujit K**
Learning by children. Calcutta, Oxford & IBH Publishing Co., 1965. 200p.

The book discusses the part played by simple inexpensive aids and materials in the education of young children. The author also stresses the need of willingness on the part of parents and teachers to make learning enjoyable. The book is fully illustrated.

672. **D'SOUZA, Mervyn**
The teaching of geography in the upper classes (VIII-XI) of the English medium secondary schools in Bombay city with special reference to the aids and equipments used. Bombay, University of Bombay. 143p. thesis (M.Ed.)

A questionnaire was used for data collection. Findings revealed that majority of the teachers possessed the requisite qualifications. The subject was made interesting and easy to understand with the help of field trips, film projectors, tape recorders and magic lanterns.

673. **DUBEY, G C**
A comparative study of teaching through films and teaching as usual of certain topics. Allahabad, Allahabad University, 1960. 56p. thesis (M.Ed.)

A study to assess teaching methods capable of creating interest in the class and guiding the emotions and thoughts of students in certain directions. It uses experience, observation, questionnaire, interview, diagnostic and prognostic tests and experimentation for data collection. Findings indicate that teaching through films depends on its quality. A combination of film with other conventional methods of teaching yield the best results. Films may also solve the problems of indiscipline and help create interest among the students.

674. **GOKHALE, V V**
A critical examination of teaching aids in teaching of elementary mathematics. Bombay, Bombay University, 1957. thesis (M.Ed.)

A study to determine the extent and type of audio-visual aids used in teaching elementary mathematics in standard V and above. Methodology included personal interviews and analysis of questionnaires. Findings indicated that teachers considered teaching aids as useful while a few of them felt that they distracted attention. Some of the respondents found it difficult to complete the syllabus while teaching with the help of audio-visual aids but the majority held the opposite view. It was found that aids were rarely used in actual practice.

675. **GUPTA, S K**
A critical study of the radio broadcasting service for secondary schools in Punjab. Chandigarh, Punjab University, 1958. thesis (M.Ed.)

A study to assess the position and use of school broadcasting programmes in schools and make recommendations on the same. Data were collected through questionnaire and interview techniques. Findings showed a general lack of interest for radio programmes. A negligible number of schools had loudspeakers fitted in every classroom. Suggestions for improvement included grade-wise production of separate programmes and programmes of a more general nature for primary classes.

676. INDIA. All India Radio, Ahmedabad
On the spot study of listening to school broadcast at Ahmedabad (1964-65). Ahmedabad, Listeners' Research Unit, AIR, 1965. 48p.

This survey was conducted from December, 1964 to February, 1965. Results revealed that all registered listening schools possessed good quality radio receiver sets, but only half of them had extension loud speakers fitted in all the classrooms while just one-third possessed tape recorders. In schools (approximately one-third in number) only selected standard of classes listened to the specific programmes, while in other cases programmes were tape recorded and played at convenience, the frequency of listening varying from school to school. The standard and presentation of programmes was found easy to follow, except in English.

677. INDIA. All India Radio, Ahmedabad
On the spot study of listening to university broadcasts at Ahmedabad. Ahmedabad, Listeners' Research Unit, AIR, [n.d.]. 22p.

The study seeks to ascertain students' awareness, extent of listening and reactions to university broadcasts. Students and hostel authorities of different colleges at Ahmedabad were interviewed for data collection. Findings revealed that less than one-fourth of the students were aware of the programme. Many among those who were aware did not listen to the broadcast. The university broadcasts were found disinteresting while Vividh Bharati music and Radio Ceylon's Hindi programme were of great interest to the students.

INDIA. All India Radio, Ahmedabad-Baroda
Report on the sample survey on Hindi lessons undertaken in Ahmedabad city, August, 1972 see 176.

678. INDIA. All India Radio, Bangalore
Report on listening to school broadcasts. Bangalore, Audience Research Unit, AIR, [n.d.]. 8p.

The study explores the conditions of listening to school broadcasts. Results indicate that listening to school broadcasts is not found in any of the schools due to various reasons. Problems usually faced are: two shifts, lack of proper accommodation for listening classes and language of the broadcast (Kannada) unintelligible to many. Programmes are generally liked by teachers and students.

679. INDIA. All India Radio, Bangalore
University broadcasts. Bangalore, Audience Research Unit, AIR, 1964. 5p.

A study to determine the extent of awareness of the programme among students and the staff. Findings reveal that a very small percentage of the respondents are aware of the programme. Those aware are not regular listeners and listen to them either accidentally or selectively. In hostels, either the students are not allowed to listen to the radio after 8.00 p.m., or there is no listening facility. None of the respondents seem satisfied with the publicity given to the programme but the majority find them interesting.

680. INDIA. All India Radio, Bombay
Report on the spot study on the broadcasts for the universities. Bombay, Listeners' Research Unit, AIR, 1964. 9p.

The study aims to assess the extent of awareness and listeners' reactions to these broadcasts. Results reveal that knowledge about these is widespread. Though at present no organised listening exists, yet it is possible and desirable to make the necessary arrangements in students' hostels keeping in view the timings of the broadcasts. Even though there is little enthusiasm among the students about the programmes, they expressed their desire to participate.

681. INDIA. All India Radio, Bombay
Spot study on school broadcasts at Thana and Masik, 1963. Bombay, Listeners' Research Unit, AIR, 1963. 17p.

A study to determine the extent of listening and utility of school broadcasts. Report analyses the listening habits and presents the results in tabular form.

682. INDIA. All India Radio, Bombay
Survey of school broadcast programmes: Poona. Bombay, Listeners' Research Unit, AIR, 1964. 4p.

This study ascertains the extent of listening to school broadcasts. Findings reveal that two-fifths of the total number of schools listen to the programme regularly, while others listen occasionally. Suggestions include issue of a periodical with details of the programmes as well as maintenance of a listening log book by schools.

683. INDIA. All India Radio, Calcutta
A report of an on-the-spot-study of school broadcasts in Calcutta, 1961-1962. Calcutta, Listeners' Research Unit, AIR, 1962. 25p.

The study seeks to assess the popularity of school broadcasts. Findings indicate that no interest is taken in the school broadcasts. Publicity material forwarded by AIR, Calcutta, is not exhibited in any of the schools which

the investigators visited. School authorities have no clear idea about the type of programme that should be broadcast or the most convenient time. Present mode of broadcasts is, however, found useful and interesting.

684. **INDIA.** All India Radio, Calcutta
A report of the spot study of school broadcasts in the districts of Birbhum and Murshidabad (West Bengal). Calcutta, Listeners' Research Unit, AIR, 1962. 30p.

A study to determine the extent of listening to school broadcasts in schools. Survey was conducted in November 1962. Results revealed that radio sets in the schools were not being utilised for the purpose of school broadcasts listening and no listening facilities were provided to the students. In some schools the authorities were not even aware of the existence of such broadcasts. Almost all the schools expressed no difficulty in adjusting the broadcasts in the time-table. Inclusion of lessons in English and Bengali language was suggested by a few schools.

685. **INDIA.** All India Radio, Lucknow
Listener research report of the study on the university broadcast programme of AIR, Lucknow, (August-September 1964). Lucknow, Listeners' Research Unit, AIR, 1964. 25p.

The purpose of the study is to find out the extent of awareness, frequency of listening, listening facilities available and reaction of listeners' to the university broadcast programme. Findings indicate that inspite of all the centres having listening facilities the extent of awareness and listening is very poor.

686. **INDIA.** All India Radio, Madras
Listening to school broadcasts (on-the-spot investigation). Madras, Listeners' Research Unit, AIR, 1964. 15p.

The objective of the study was to investigate the present state of listening to school broadcasts in Madras city. Data were collected through personal interviews. None of the schools were found to be listening at the time of the visit of the investigators. A broadcast selecting committee did not exist in most of the schools and listening was arranged only when the headmaster and teacher in charge found it convenient. Half of the middle schools suggested a later hour for the broadcasts. Present frequency was felt to be more than adequate. Among the problems experienced by school authorities were scarcity of accommodation, difficult syllabus and radio sets being out of order.

687. **INDIA.** All India Radio, Madras
Report on mail survey of school broadcast October-November, 1970. Madras, Audience Research Unit, AIR, 1970. 54p.

A study to record listeners' opinions on the school broadcasts. Questionnaire method was used for data collection. Results revealed that compared to the month of February 1970, percentage of listening in October-November, 1970 was slightly lower, indicating that change in the timing of broadcasts had little effect on the quantum of listening. Quality of programme was appreciated but complaints were made regarding the unsuitable timing. Some suggestions concerning the contents of the broadcasts were also made by the listeners.

688. **INDIA.** All India Radio, Madras
University broadcasts (an on the spot investigation). Madras, Listeners' Research Unit, AIR, 1964. 11+17p.

Objective of the study was to find the extent of awareness, listening and the reaction of students towards the university broadcasts, with special reference to their needs and interests. Survey was carried out from 13 July to 11 September, 1964, using interview technique for data collection. Findings indicated that awareness and listening to the programmes was limited to the members of the listening forums and participants of some of the popular items. Others either did not listen or were casual listeners. Main reasons for this being clash of timings or absence of proper publicity. Quiz, youth forums and some of the English features were liked by the respondents.

689. **INDIA.** Ministry of Education
A short report of the audio-visual educational seminar organised at Delhi May-July 1954. New Delhi, 1954. 20p.

A report on the seminar organised to give an overview of various aspects of audio-visual education in India.

690. **INDIA.** Ministry of Education. Bureau of Education
Proceedings of the audio-visual education conference held at New Delhi in October 1951. New Delhi, 1951. 105p.

The conference discusses the position and problems of audio-visual education in India. The problems of each state are discussed separately.

691. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Educational broadcasting in India. New Delhi, 1957. 3p. mimeo. (Background to the news.)

The paper states that educational broadcasting in India was started by the Municipal Radio Station at Madras, followed by AIR, Calcutta. Regular broadcasts were then started by four important stations of AIR (Delhi, Bombay, Madras and Calcutta). General policy of AIR concerning educational programmes and the cooperation with schools also forms part of the discussions in the paper.

692. **INDIA.** University Grants Commission
Audio-visual aids in higher education. New Delhi, 1969. 72p.

Report of the Committee appointed by the University Grants Commission to consider how best radio, films and other audio-visual aids including programmed learning could be used in the field of higher education in Indian universities and colleges. It traces the history and discusses the scope and development of various audio-visual aids.

693. **IYENGER, K Srinivasa**
Audio-visual education in India with special reference to Mysore. Mysore, Mysore University, 1959. thesis (M.Ed.)

The study seeks to critically examine and appraise the position of audio-visual education in India in general and Mysore in particular. Data were collected from various audio-visual centres, schools and broadcasting centres. Methods used for data collection included questionnaire and interview. Results revealed the state of audio-visual education in India.

694. **KAMATH, Mohini S**
Syllabus in general science from standards V to VII and the visual aids needed. Bombay, University of Bombay. 124p. thesis (M.Ed.)

The dissertation attempts to find out the use of audio-visual aids for the promotion of science teaching in schools. The study was conducted through spot-visits, consultation with the teachers and by contacting concerned sellers or manufacturers of the aids. Problems faced were found to be expensive visual aids, non-availability of a dark room in the class and difficulty in understanding English in all educational films. It was suggested that teachers should prepare aids with the help of students, films should be produced locally and teachers should be adequately trained for their use.

695. **KAPUR, C L**
Radio in school education. New Delhi, Ministry of Education, Government of India, 1959. 115p.

The brochure attempts to study the problems and instructional potential of broadcasts to schools. It summarises AIR's aims and methods of school broadcasts, its organisational set up and various procedures involved in the programmes. Radio as a tool of education and the changing pattern of education and broadcasts to schools is discussed in detail. A chapter is devoted to discussion on school broadcasting in United Kingdom, Canada, United States of America, Netherlands and New Zealand. The main purpose of the monograph is to help the schools organise radio listening classes and to utilise them to achieve educational results.

696. KASBEKAR, Nalini Y
Syllabus in general science from standard IX to XI and the visual aid needed. Bombay, University of Bombay, [n.d.]. 115p. thesis (M.Ed.)

The dissertation attempted to evaluate the visual aids for teaching general science and to suggest improvements. To conduct the study various aids and persons concerned were visited. Findings indicated that the necessary aids were not available. It suggested the introduction of educational films.

697. KAURA, S
A comparative study of school broadcasts. Allahabad, Allahabad University, 1953. thesis (M.Ed.)

The objective of the study was to study the organisational, technical and educational aspects of school broadcasts in India. For the collection and analysis of data, questionnaire, interview and observation techniques were used. Results revealed that the main difficulties in the use of school broadcasts were lack of radio receiving equipment or poor reception. It was suggested that school broadcasts should be guided by the needs of the schools and teachers and students should take active part in script writing and performances.

698. KESARBANI, R
School broadcasts in India. Allahabad, Allahabad University, 1953. thesis (M.Ed.)

This study examined the effects and drawbacks of school broadcasts. Data were collected from Allahabad city through interviews, personal visits, questionnaires and experimental methods. Results revealed that in India school broadcasting needed great improvement. Problems faced were illiteracy, size of the country and paucity of funds.

699. KHAN, J H Z
Audio-visual aids in education. Allahabad, Allahabad University, 1950. thesis (M.Ed.)

The objective of the study is to show that human experience is the basis of all knowledge and audio-visual aids affect it directly. Thus learning and teaching in classrooms through audio-visual aids should be encouraged to retain the effect for a longer period. The study shows the close association between audio-visual aid, literacy level and cultural change.

700. KHANNA, P N
Audio-visual training materials; a source guide. New Delhi, National Institute of Education, Department of Audio-visual Education, 1969. 223p.

A brochure indicating the availability of different audio-visual aids for educational purposes at various centres in India.

701. KUMARI, P
Films in education. Allahabad, Allahabad University, 1953. 61p. thesis (M.Ed.)

The study aims to summarise the current financial and technical problems and to suggest measures in facilitating the use of films in education in the near future in India. Data were collected through questionnaire and interview techniques. Heads of institutions, important personalities interested in the promotion of education through films and various schools constituted the sample. Findings indicated that India was a late starter in using the films for educational purposes. The difficulties included unfavourable attitude of teachers and lack of equipment, training facilities and film libraries.

702. LAL, R B
Investigation into factors restricting use of scientific films in schools with reference to planning film shows for physics students by R.B. Lal and P.N. Lakhna. New Delhi, National Council of Educational Research and Training, 1963. 62p.

A detailed study of the various factors involved in planned use of films for the teaching of physics in higher secondary schools. Investigations were made through analysis and experimental techniques. Findings revealed that films were popular among students and had a potential value. It recommended planned use of the film for students of class IX and XI. It was suggested that an average film show should not exceed one and a half to two hours.

703. MANGAT, J S
Illustrations and their educational implications at junior basic stage with text book illustrations of class I. Allahabad, Allahabad University, 1954. thesis (M.Ed.)

The study made a thorough survey of text book illustrations at junior basic stage. Methodology included interview of students, picture performance test and ranking method. The findings indicated that though the books contain adequate number of illustrations their quality is generally poor. The colours in order of the children's preferences were red, yellow, blue and black.

704. MANIKYAM, K G
Audio-visual aids and techniques for speeding up of India's free educational progress. Hyderabad, Osmania University, 1957. thesis (M.Ed.)

A study to establish the role of audio-visual aids and techniques in the educational progress of India.

705. MOORTHY, N R K
An investigation into the use and effects of audio-visual aids in teaching of general science in the high school classes. Hyderabad, Osmania University, 1959. thesis (M.Ed.)

Questionnaire and observation methods were used for data collection. The study revealed that even simple audio-visual aids were not used. The reasons identified were heavy work load of the teachers, high cost and non-availability of the aids.

706. **NARENDER, Kumar**
Educational television in India, by Narender Kumar and Jai Chandiram. New Delhi, Arya Book, 1967. 119p.

This book is addressed to all those involved in organisation, planning, production and utilisation of educational television. After discussing the introduction of educational television in India, it examines the aims and contents of the programme and explains how they are prepared. A full chapter is devoted to future programmes including evaluation.

707. **OTTA, P Sundari**
Use of visual aids in history teaching. Orissa, University of Utkal, 1958. thesis (M.Ed.)

The investigation attempted to interpret use of visual aids for the individual and in secondary schools. Information available in the source books was analysed and relative merits and demerits of the aids discussed. It was revealed that while some visual aids like maps, charts, globes and graphs etc., could be used in all situations, modern aids like filmstrips, tape recorders etc., could not be used everywhere.

708. **PATEL, J J**
A critical study of the use of audio-visual aids in secondary schools of India with particular reference to a selected area in Gujarat. Baroda, Baroda University, 1959. thesis (M.Ed.)

The study determined the impact of the audio-visual movement in secondary schools; 61 schools were selected for the purpose out of which 55 responded. Data were collected with the help of questionnaires and personal interviews. Results revealed limited use of various audio-visual aids in teaching in secondary schools. Whilst tours and excursions were becoming more popular, radios, cameras, films etc., were not used often because of their high cost.

709. **PATEL, M A**
Survey of the availability and use of audio-visual aids in Baroda city schools. Baroda, M.S. University, 1968. 109p. thesis (M.Ed.)

Data for the study were collected from five schools of Baroda by using interview, observation and questionnaire methods. Findings indicate that schools generally use charts more than any other aid and possess a large number of aids for all subjects except botany, zoology and

mathematics. Reasons for not using the aids are over burdened students, rigid time-table and scarcity of appropriate aids.

710. **PURI, Mira**
The role of an instructional film in subject matter learning by students of rural schools. Delhi, University of Delhi, 1969. 84p. thesis (M.A.)

Using questionnaire technique for data collection, the study done in three villages of Delhi, sought to find out the effectiveness of films as compared to the lecture method and lecture plus film method. Findings indicated differences in the amount of learning resulting from instructional film method, lecture method and lecture plus film method.

711. **REGE, S M**
An investigation into the school broadcast programmes in Marathi language and literature arranged by All India Radio, Bombay during last ten years. Bombay, Bombay University, 1959. thesis (M.Ed.)

The study assesses the extent of the use of Marathi in school broadcasts. Findings reveal a reluctance on the part of teachers in combining radio listening with class work and a need for broadcasts structured according to their requirements to be made during school hours.

712. **RIZVI, S S H**
Films in education. Allahabad, Allahabad University, 1951. thesis (M.Ed.)

The study which is based on theoretical discussion, seeks to evaluate the use of films in education. Results reveal that the film is considered to be an important aid to education but supply of educational films in India is inadequate. It suggests careful selection of film and methods of presentation including critical evaluation to ascertain their effectiveness.

713. **RODRIGUES, M D**
A study of audio-visual aids used in the teaching of geography in the secondary schools of greater Bombay. Bombay, Bombay University, 1955. thesis (M.Ed.)

The investigator selected 150 schools in Bombay for data collection through a questionnaire. Only 50 schools responded. It was found that many schools used projectors and objects, specimens and models for teaching geography. Some also made use of exhibitions. Although 44 per cent schools had radio sets, only 28 per cent made use of them. Listening habit was found to be very poor, only 4 percent listened to the programmes regularly. Only one school had a filmstrip projector. Schools preferred the use of pictures and all of them made use of globes and maps.

714. **SAUHAL, G S**
A comparative study of the use of audio-visual aids in

school (with special reference to the teaching of social studies). Jaipur, Rajasthan University, 1961. thesis (M.Ed.)

The survey examines the existing facilities for audio-visual aids available in secondary schools, the extent of their use and problems faced by the schools in making use of them. Data were collected from 50 secondary schools of Punjab and Rajasthan States. Questionnaire and observation techniques were adopted for data collection. It was observed that higher secondary schools were better equipped with audio-visual aids than high schools. Majority of the schools possessed radio sets and encouraged students to see films of historical and geographical importance.

715. SAXENA, G C

Use of audio-visual aids in teaching of geometry. Agra, Agra University, 1962.

The objective of the study was to compare the effectiveness of audio-visual aids and traditional teaching methods in learning and retention of knowledge. The sample for the study included experimental and controlled groups. The former group was taught geometry through filmstrips and films while the later was taught the same topics through traditional methods. Findings indicated that the experimental group learned the problems easily and retained greater knowledge about them than the controlled group. The aids proved very effective in geometry teaching.

716. SAXENA, S K

The place of audio-visual aids in teaching of selected secondary school subjects. Ujjain, Vikram University, 1959. thesis (M.Ed.)

This study measured the effectiveness of audio-visual aids in the teaching of general science, mathematics and social studies and identified the difficulties faced by teachers in their use. Theoretical discussion and questionnaire technique were used for data collection. Results revealed that audio-visual aids could be used effectively for teaching. Though the majority of teachers were familiar with the technique of using the aids, they did not make use of them. The reasons identified were lack of financial help, lack of time and non-cooperation from authorities.

717. SINDHI, Jagan Nath

A study of the provisions prevailing and the use being made of television in the teaching of Hindi to class X of Delhi higher secondary schools in 1962-63. Delhi, Delhi University, 1963. thesis (M.Ed.)

The findings of the survey indicate poor presentation of programmes, inadequate viewing arrangements in schools and limited students — class teacher's participation in these programmes. Other reasons identified for unsatis-

factory presentation are attachment of less prestige to Hindi lessons through TV, selection of a few faces for programme presentation, wrong selection of topics, fast tempo of the lessons, indifference on the part of teachers and rigidity of examination requirements.

718. SONI, K N
To study the extent to which the radio broadcasts for the schools are useful to the pupils of some secondary schools of the city of Baroda. Baroda, M.S. University, 1966. 60p. thesis (M.Ed.)

This study carried out in fifteen schools determines the extent of listening to school broadcasts by the pupils including the extent of their usefulness. Findings indicate that majority of the schools have no programme for listening to school broadcasts. The inflexible school time table, lack of pre-discussion, ill equipped classrooms, lack of cooperation with AIR and absence of a scheme for programme selection are the major reasons for non-listening.

719. **SURVEY on school broadcasts, 1957. [n.p. 1957?]. 20p. mimeo.**

Objective of the survey was to ascertain the opinion of responsible educationists as to what kind of school broadcasting service they wanted the AIR to provide. Mailed questionnaires were used for the collection of information. Survey was carried out from August to October 1956. It was found that two-thirds of the responding schools were equipped with radio sets. Their use was, however, insignificant as few had extension loud speakers and the sets were kept in the headmasters' room. Broadcast hours were well within the working hours of almost all the schools in Travancore — Cochin and most of the schools in Mysore. Teachers held a favourable opinion about the role of radio in education but were willing to accept different programmes for different standards. Dramatisation is opined as the best method of presentation. Need for a school broadcasting council was agreed upon unanimously.

THAPAR, Romesh
Visual aids in fundamental education and community development see 431.

720. VERMA, G S
A study of the provisions prevailing and the effective use made of school broadcasts in the high and higher secondary schools in Delhi. Delhi, Delhi University, 1958. 51p. thesis (M.Ed.)

For the purpose of investigation, the investigator visited schools having radio sets. The listening facilities were seen and equipment examined. Data were also collected through a proforma and questionnaire. Results indicated that radio services were neither properly organised nor suitably utilised.

XVI. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

721. BANERJEE, Subrata
Advertising and small newspapers. New Delhi, Press Institute of India, 1964. 31p.

This study on advertisement problem in small and medium newspapers was confined to 44 towns with 113 dailies, (58 medium newspapers and 55 small). Information concerning these dailies, covering a period of three years, 1961-63, was collected with the help of a questionnaire and personal visits. Results revealed that the main sources of advertising revenue were the central and state governments, local cinema houses, major manufacturers of consumer goods, and various service organisations. The problems identified were lack of communication with advertisers, limited circulation, lack of initiative and organisation, varying advertising rates and late payment for the advertised space.

722. CHATURVEDI, J N
The theory of marketing in underdeveloped countries. Allahabad, Kitab Mahal, 1959. 135p.

723. DAVAR, Rustom Sohrab
Practical salesmanship, sales management and advertising. 5th ed., Bombay, Progressive Corporation, 1964. 479p.

The book is divided into three parts — sales organisation, salesmanship and publicity. Part three discusses the meaning and importance, various forms of literature and media of publicity. It provides guidelines for an efficient publicity programme and techniques which can be utilised to produce publicity material.

724. DHENKNEY, V M
Public relations in business and public administration in India. Poona, Vaishali Prakashan, 1972. 253p.

Published Ph.D. thesis submitted at the Faculty of Commerce, Poona University. With the help of the interview method, the study identifies the influence of public relation activities in public and business administration along with the tools used for the purpose and with what effect.

725. INDIA. Ministry of Information and Broadcasting. Research and Reference Division
Advertising in India. New Delhi, 1959. 4p. (Background to the news.)

Traces the origin and development of advertising in general and history of its development in India in particular.

Includes information on the approximate expenditure on advertising and details about various advertising associations.

726. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Advertising media. New Delhi, 1959. 5p. (Background to the news.)

The paper discusses the role and the special features of various forms of advertising. Special mention is made of newspaper advertising, outdoor advertising such as posters, painted displays, electric spectaculars, and car labels. Other forms included for discussion are direct mail, commercial films, fairs and festivals and catching slogans.

727. **INDIAN Advertising Convention,** Calcutta
Indian advertising convention, 1960 held on 29th, 30th and 31st March, 1960 at the Indian Exchange Hall, Calcutta. Calcutta, Indian Society of Advertisers, 1962. 105p.

The convention covered such subjects as marketing and marketing research, commercial and art photography, exhibitions, outdoor advertising and film advertising. The report includes the points of view of the advertisers, publishers and agencies on such subjects as press as a medium of advertising, the advertising agency, printing in advertising and communication between the industry and government. The fifteen papers were contributed by experts from the field of advertising and sales promotion.

728. **INDIAN Institute of Mass Communication**
The dimensions of public relations. New Delhi, 1969.

Report of a seminar organised by the Indian Institute of Mass Communication in New Delhi on 15-21 December, 1969. Reports the discussions in a seminar course on public relations attended by twelve public relations officers from the public and private sector undertakings in India. The topics covered were genesis and growth of PR, development of public relations in India, need for PR in business and industry, PR for institutions and ideas, tools and techniques of PR, evaluation of public opinion, measuring PR effectiveness, PR in a changing world, PR counselling, professional requirements of PR men, public accountability and government PR and publics.

729. **INDIAN Institute of Mass Communication**
Effectiveness of press advertising in Delhi. New Delhi, 1972. 104p.

The study evaluates the effectiveness of a small savings advertisement that appeared in one Hindi, one Urdu and in five English language newspapers from Delhi on 26 September, 1970 and obtains some basic information regarding the advertisement, reading habits and the related media behaviour of the residents of Delhi. Methodology for

data collection included interviews with the help of structured schedules. Findings indicated a positive correlation between the level of education and reading habits. Incidence of reading press advertisements was high among unmarried males. It was also revealed that advertisements affected the purchase of goods.

730. **INDIAN Society of Advertisers**
Marketing and advertising in export promotion, edited by Pothen Phillip. Bombay, 1961. 148p.

A report of the proceedings of the Advertising Conference sponsored by the Indian Society of Advertisers in New Delhi from March 27-29, 1961.

731. **JAGASIA, Kaycee**
Marketing management; important aspects and problems for businessmen, executives and salesmen. Allahabad, Kitab Mahal, 1961. 258p.

A collection of thirty essays which deal with the problems of production, sales promotion and marketing. Discussions cover market research, public relations, advertising and publicity and internal broadcasting system.

732. **JEMINA**
A handbook of the principles and practice of writing advertisements for the press. Calcutta, 1923. 50p.

The book is addressed both to students and businessmen. It provides guidelines for such advertising elements as headline illustrations, the body of the advertisement position, types, boarders, trade marks, name plates, slogans, layouts, proof correction, media selection and circulation.

733. **LAHIRI, Krishnachandra**
Publicity: art and literature, with special reference to India. Calcutta, Calcutta Book Club, 1955. 175p.

Mainly addressed to the professionals in the field of publicity, the book analyses the principles of art and literature of publicity in the context of Indian conditions and against the background of leading advertisers in the country. After tracing the history of publicity and discussing its importance and need, the author discusses the principles of publicity, the planning of publicity campaigns, the media, language, style, layout, its relation with public relations and personnel management.

734. **MUKHERJI, Jiban**
Advertising in India. Calcutta, 1964. 209p.

The book assesses the progress achieved in the field of propaganda and publicity in India and Great Britain. Various concepts and processes on advertising are discussed. The author feels that a thorough knowledge of publicity, propaganda, and advertising is highly desirable before launching any campaign.

735. **NATIONAL Council of Applied Economic Research,** New Delhi
New perspective in marketing. New Delhi, 1972. 204p.

The book which is divided into three parts includes contributions made by top managers and marketing specialists. Discusses problems of rural marketing in India including a case history. Other papers discuss analysis of marketing information decisions, marketing and advertising research and new directions in the application of marketing as a concept.

736. **OUR India Directories and Publications Pte. Ltd.**
Advertisers vade-mecum [edited by] V.K. Narasimhan and V.K.N. Chari. Madras, 1958. 1v.(various pagings.)

A reference book for the use of advertisers. It includes chapters on the history of Indian advertising, availability of media, the names and addresses of agencies engaged in the work of advertising and other relevant information about India which could be useful to advertisers.

737. **PEERBHOY, Ayaz S**
Advertising and research. Bombay, Progressive Corporation, 1964.

After defining advertising and discussing the important economic role it plays, the book provides an insight into the need of advertising research. It includes discussion on various types of advertising research before and after the advertising campaign. Many authorities and Indian examples have been quoted. A separate chapter is devoted to definitions of the terms used in advertising and marketing.

PERUMAL, Nilkan
State propaganda see 757.

738. **PRADHAN, N S**
Publicity. In **Pradhan, N.S. [and others] Elements of salesmanship and publicity. Allahabad, Kitab Mahal, 1970. p.1-118.**

The book is divided into two parts. The first deals with salesmanship while the second deals with publicity. The author discusses the importance and utility of publicity, various media that could be used effectively, the use, selection and functions of appeal and the preparation of an advertisement. A special chapter is devoted to display, showroom and exhibitions. Another area of discussion is the procedure involved in a publicity programme and the nature of the organisation that should take it up. Advertising agency, its need, its functions, its origin, etc., form part of the discussion in the last chapter of the book.

739. **PUBLIC Relations Society of India,** Madras Chapter
Public relations for managerial effectiveness. Madras, 1973. 89p.

Report of the National Seminar held at Madras on December 23, 24, 1972. Discussions in the seminar covered such topics as communications, meeting the challenge of change, education and training, the points of view of the management and the profession, public relations for specialised areas of activities, growth and development of public relations and the role of Public Relations Society of India toward greater professionalism.

740. **RASTOGI, T N**
Marketing of Indian manufactured goods at home and abroad. Bombay, Orient Longmans, 1965. 500p.

Published Ph.D. thesis, Department of Commerce, Agra University, 1959. The book divided into three parts seeks to discuss the theory of industrial and consumer marketing, marketing structure of a select representative group of Indian manufacturing industries and marketing programme of the Indian manufactured goods in the context of planned economy. A whole chapter is devoted to market research and advertising.

741. **SARIN, Amar Nath**
Marketing in India; text and cases by Amar Nath Sarin and P. Gopalakrishnan. Madras, Orient Longmans, 1969. 317p.

Discusses the practical aspects of marketing functions. Divided into three parts — it deals with the basic concepts and organisation, the findings of behavioural sciences and their application to marketing motivational research etc. The other areas of discussion include quantitative techniques and their application in certain areas of marketing. The last part of the book consists of 24 cases or problems in marketing written by managers, other executives, teachers and research workers at case workshops.

742. **SATYANARAYANA, M**
Salesmanship, sales management and advertising. Bombay, Publishers, 1964. 380p.

The book devotes part III consisting of eight chapters, to the subject of advertising. Tracing its history, the author discusses its social welfare functions, the truth and criticism of advertising as well as various aspects of advertising media. Meanings and various techniques of display aspects of construction production of advertisements, advertising agency and department and marketing research form an important part of the discussions in the book.

743. **SAXENA, B S**
A study of marketing in India, by B.S. Saxena, S.P. Saxena and O.P. Nigam. Kanpur, Kishore Pub. House, 1968. 624p.

Discusses principles and problems of marketing in India. It includes chapters on marketing information, extension agricultural marketing, market research, approaches, functions and process of marketing.

744. **SEMINAR on Advertising Research, New Delhi, 1971**
[Papers of the seminar] New Delhi, Indian Institute of Mass Communication, 1971. 1v.(various pagings)

The seminar proceedings and papers focused on four themes relating to problems and methods of understanding audience profiles for advertising campaigns; the problems and techniques of pretesting advertising material, of identifying media for advertising campaigns and of measuring advertising effectiveness.

745. **SEN, Anjali**
The role of public relations in banking. In All India Public Relations Conference, 3rd., Calcutta, 1972. [Papers] Calcutta, Public Relations Society of India, 1972. 2p.

746. **SESHIAH, D**
Guide to modern publicity; critical study of publicity practice for businessmen. Musulipatam, 1951. 131p.

The book discusses the general principles behind publicity work. Discussion is devoted to the art of modern publicity, how it is planned and presented, the various media used including press, pictures, circulars, booklets, catalogues, literature for the agent, posters, calendars etc. The psychological aspects of publicity are given detailed treatment in the book.

747. **SINGH, Prabhu Narain**
Economics of advertising in underdeveloped economies, with special reference to India. Varanasi, Vishwavidyalaya Prakashan, 1973. 48p.

The book defines advertising and discusses its significant role in the underdeveloped economies. It attempts to explain the changing emphasis of advertising under conditions of affluence. It also discusses the need for economic analysis of advertising with a view to ascertaining its productive value and its role in allocating resources.

748. **SRINIVASAN, K**
Public relations for citizens and railmen. Madras, 1967. 76p.

The book deals with various aspects of public relations including its definition, various techniques, use of media publicity, press conferences, feature article exhibitions and advertisements. The use of media are discussed in the context of public relations in railways.

749. **TEWARI, I P**
Public relations for environmental change. New Delhi, Indian Institute of Public Administration. In Indian Journal of Public Administration v.17, no.4, October-December, 1971. p.726-732.

Discusses the important role of public relations in bringing about social change. Main themes touched upon in-

clude the need of a relationship between a PR agency and the publics, the essential characteristics of the change agents, prerequisites of effective communication, the role of mass media and the need of enunciation of a proper policy for its effective use.

XVII. GOVERNMENT COMMUNICATION

750. **HALDIPUR, R N** ed.
Local government institutions in rural India; some aspects. Edited by R.N. Haldipur [and] V.R.K. Paramahamsa. Hyderabad, National Institute of Community Development, 1970. 346p. bibl.

Proceedings of the Seminar on Panchayati Raj held at the NICD Hyderabad, October 13-16, 1969. Problems of the Panchayati Raj in India are examined to evolve certain policy guidelines for improving their effectiveness and increasing the managerial competence of the people involved. Book includes a select bibliography on Panchayati Raj in India.

751. **INDIA.** Lok Sabha
Public relations and publicity in public undertakings. New Delhi, Lok Sabha Secretariat, 1969. 42p.

Forty-seventh report of the questionnaire and evidence. The report discusses the organisational set up and functions of the publicity divisions of public undertakings in India including the principles to be followed by them in regard to advertising in newspapers.

752. **INDIA.** Ministry of Information and Broadcasting
Conference of public undertakings. New Delhi, 1973. 1v.(various pagings). mimeo.

The conference held on September 12-13, 1973 in New Delhi, seeks to discuss the problems of public relations in public undertakings, including problems of collection and transmission of information, programme formulation and diffusion and the need for closer cooperation between the enterprises and mass media. The annexure of the agenda includes suggestions received from various public enterprises on the above themes, background notes on the flow of information from the public sector to the people in an effective manner and results of sample studies on newspapers reporting on public sector undertakings, changing pattern of newspaper readership and perceptive critique on documentaries on public undertakings.

753. **INDIA.** Ministry of Information and Broadcasting
Report of the study team of five year plan publicity. New Delhi, 1964. 194p.

Discusses the impact of publicity programmes of the Five Year Plans implemented through various media units under the Ministry of Information and Broadcasting. Suggests ways for utilising the publicity programmes and the development of proper media units at central and state government levels.

754. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
A national policy for communications. New Delhi, 1972. 9p. (Background to the news.)

There is a need for development orientation in the functioning of the mass media in India. Mass communication agencies must propagate themes which are basic to society such as national unity, family planning, agricultural production, literacy etc. Facts also indicate the need for rapid development of various media. Policy projections for the different media are also discussed.

755. **INDIAN Institute of Mass Communication**
Problems of public relations for government. New Delhi, 1970. 22p.

Report of a seminar organised by the Indian Institute of Mass Communication in New Delhi on 6 October, 1970 to give an opportunity to public relations officers in the government to sit together and formulate their viewpoints in the light of new demands, problems and challenges. The public relations man is described not only as the agent of information but also as an agent of social change. It is stressed that PR men should provide feedback to the government and disseminate government information to people.

756. **MURTI, B S**
Propaganda and world public order; the legal regulation of the ideological instrument of coercion. New Haven, Yale University Press, 1968. 310p.

The book seeks to study propaganda from a value or policy oriented approach. The author feels that the ideological instrument in the hands of an elite managing the process of communication in order to shape the opinions, attitudes and behaviour of a people, is capable of producing in the audience effects ranging from persuasion to coercion.

757. **PERUMAL, Nilkan**
State propaganda. Tanjore, M.K. Press, 1954. 73p.

After having discussed the totalitarian methods of propaganda, the American and British approach, the Boleshevik system, the Japanese methods, and the anti-Indian propaganda by Britain, the author provides a brief description of the Indian internal and external publicity machine. It also includes a chapter on the foreign propaganda in India.

758. **SEMINAR on public relations in public sector. New Delhi, 1970.**

Seminar organised by the Press Institute of India and Heavy Electricals (India)Ltd., Bhopal, at Bhopal. Discussion in the seminar revolved round the public sector undertakings and their relations with the government and public. The need of fulfilling the social and economic objectives of the undertakings with the help of public relations was stressed.

XVIII. INTERNATIONAL AND INTERCULTURAL COMMUNICATION

759. **INDIA.** All India Radio, Ahmedabad
Report on the sample survey on role of All India Radio during Indo-Pakistan hostilities (December, 1971) undertaken in Ahmedabad city in January, 1972. Ahmedabad, Audience Research Unit, AIR, 1972. 51p.

Survey was carried out on 26 January, 1972 and 28 January, 1972, using interview technique for data collection. Results revealed that majority of the respondents tuned in to AIR, Ahmedabad-Baroda during the Indo-Pakistan war. Programmes of patriotic songs, news bulletins and other programmes broadcast during this period were noted and appreciated by quite a large number of respondents. AIR's coverage was thought to be prompt. The reasons for tuning in to foreign stations were desire to know the views of Pakistan and other foreign countries and non-availability of medium wave transmitter.

INDIA. All India Radio, Calcutta
Report of a sample survey of listening undertaken in Calcutta and Krishnagar in August-September, 1971 see **232.**

760. **INDIA.** All India Radio, Cuttack
Report on a field survey conducted at Bhubaneswar on the role of AIR during the Indo-Pakistan hostilities and the emergency. Cuttack, Audience Research Unit, AIR, 1972. 14p.

The study was carried out on 30-31 January, 1972 to determine the role played by All India Radio in disseminating information on Indo-Pakistan hostilities and emergency. Findings revealed that an overwhelming majority of the respondents termed AIR's role as excellent in disseminating information on the war. More than three-fifth of the respondents were satisfied with the special programmes broadcast during the Indo-Pakistan hostilities.

INDIA. All India Radio, Gauhati
Report on listening survey at Cherrapunji, Meghalaya during March, 1971 see **250.**

INDIA. All India Radio, Gauhati
Report on listening survey at Tura, Meghalaya during March, 1971 see 251.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Aizawa, Mizoram see 254.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Bomdila, Kameng District, Arunachal Pradesh see 255.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Kohima, Nagaland see 257.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Shillong, Khasi Hills, Meghalaya see 258.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Silchar, Cachar district, Assam see 259.

INDIA. All India Radio, Gauhati
Report on the sample survey of listening at Tura, Garo Hills, Meghalaya see 261.

INDIA. All India Radio, Gauhati
The sample survey of listening at Mokokchung, Nagaland see 263.

INDIA. All India Radio, Jaipur
Report on listening survey in Jaipur, September, 1971 see 265.

761. **INDIA.** All India Radio, Jullundur
Gurbani Vichar: an appraisal. Jullundur, Listeners' Research Unit, AIR, 1970. 9p.

The objective of the study is to assess the effectiveness of 'Gurbani Vichar', a programme intended to counteract the 'Punjabi Darbar' broadcast by Radio Pakistan. Findings show an increasing demand for the programme 'Gurbani Vichar'. The appreciation index, suggestions, comments and criticisms also indicate the same trend.

762. **INDIA.** All India Radio, Jullundur
A note on reactions of Pakistani listeners to radio broadcasts. Jullundur, Listeners' Research Unit, AIR, 1969. 7p.

This study is based on an analysis of listener's letters received from Pakistan during the months of January - April, 1969. Maximum number of letters were received from Lahore, followed by Sahiwal, Lyallpur, Gatti and Sheikhupura. Music programmes, 'Mauli Dharti' and 'Sada-i-watan' broadcasts were appreciated by the listeners. Contents

of various letters contained queries, complaints, criticism, suggestions and comments about the programmes.

763. **INDIA.** All India Radio, Jullundur
Report on the field survey of 'Gurbani Vichar' and 'Punjabi Darbar', part II. Jullundur, Audience Research Unit, AIR, 1973. 7p.

Objective of the study was to analyse the duplicated and non-duplicated listening to these two programmes. Results revealed that a large majority tuned in to the radio daily, quantum of listening being higher for 'Gurbani Vichar'. Listening rate varied from listening to the programme 3-5 times a week to casual listening. Comparatively, 'Punjabi Darbar', a programme broadcast by Radio Pakistan, attracted a larger audience.

764. **INDIA.** All India Radio, Madras
Report on survey on All India Radio during Indo-Pakistan hostilities and the emergency. Madras, Audience Research Unit, AIR, 1972. 23+3p.

Interviewing 800 listeners in Madras on 18 to 20 January, and 300 listeners in Walajapet on 9 and 10 February, 1972, the survey assessed the role of All India Radio during Indo-Pakistan hostilites and emergency and the impact thereof. Findings indicated that three-fourth of the respondents were regular listeners of the radio. During the hostilities frequency of listening increased. Awareness was found to be high in the case of four special programmes. Most of the listeners seemed to be satisfied with the programmes. Among the foreign stations listened to were Radio Ceylon, BBC, VOA, Radio Pakistan, Radio Peking and Radio Bangladesh.

765. **INDIA.** Ministry of Information and Broadcasting. Research and Reference Division
Foreign government pressure on press. New Delhi, 1956. 3p. (Background to the news.)

Discusses the role played by certain foreign information services for creating chaos and conflict in the country by influencing the press.

766. **RAO, N Bhaskara**
Indo-Pakistan conflict; controlled mass communication in inter-state relations. New Delhi, S. Chand, 1971. 200p.

This volume is a result of an extensive study on government documents and press of India and Pakistan covering the days of mounting tensions leading to the Indo-Pakistan War in 1965, the actual war and the gradual decline in tensions. Discussions include the communicative behaviour of the two countries during the said period.

YADAVA, J S
Perception of recent developments in the Indian subcontinent: study at a village level see 824.

XIX. SOCIAL CONTEXTS OF THE MEDIA

767. **AGGARWAL, P C**
The impact of cinema on adolescents. Jaipur, Rajasthan University, 1960. 52p. thesis (M.Ed.)

The survey determined the impact of the cinema in general and made a comparative study of its influence on those who frequently saw films with those who rarely did so. Methodology included questionnaire, story completion test, obstructional study and interview of the students and cinema house staff. Findings indicated that the frequent cinema goers were truants, who were slow in their studies and had no realistic vocational plans. No personality difference was witnessed between the frequent and rare cinema goers.

BERTHAKER, Birandra Nath
Communication and social change see 462.

768. **BHARDWAJ, M**
Impact of radio rural programmes on farmers of Rajendranagar block of Hyderabad district. Hyderabad, Andhra Pradesh Agricultural University, 1970. [n.p.]. thesis (M.Sc.)

The study was conducted in Bahadurguda, Gollapalli and Pedagolconda villages of Rajendranagar block of Andhra Pradesh. Data were collected with the help of an interview schedule. Findings indicated that knowledge gained by about one-third of the sample was due to exposure to radio programmes. No specific positive relationship between demographic variables of the farmers and the extent of knowledge was observed in the two villages while in one village negotiative relationship was witnessed. In general respondents were found to be keenly interested in the rural radio programmes.

769. **BHOLA, Harbans Singh**
Celluloids in Indian society. New Delhi, Indian Adult Education Association, 1961. 41p.

The author discusses the adverse influence of films on Indian people. Suggests building up of public opinion, and organisation of film discussion groups. The need for a documentary film movement for social education is also discussed.

770. **CHAK, L**
Cinema and its influence on the postgraduate girl students of Lucknow University. Lucknow, Lucknow University, 1956. thesis (M.Ed.)

The objective of the study was to investigate the interest and the influence of the cinema on postgraduate girl students of L.T., M.A. and L.L.B. of Lucknow Univer-

sity. For the collection of data, the questionnaire technique was used. Findings revealed that girls preferred to see films of a social, humorous, music and tragic nature. The frequency of viewing the film was low. The respondents felt that films should be censored. They were of the opinion that the cinema had improved their knowledge, character and way of living.

771. **CHAMAN Lal**
A survey of the economic impact of the Delhi pilot rural television project (Krishi Darshan). [New Delhi] Delhi Indian Space Research Organisation, Department of Atomic Energy, 1972. 42p. (Nascom studies).

The study determines the economic impact of the Krishi Darshan (Agricultural TV) programme started in Delhi in 1967. Data were collected with the help of personal visits to the televised villages and interviews of the village level workers there. The author analysed the data on the basis of comparison of performances among groups of Krishi Darshan and non-Krishi Darshan villages of Delhi. The study revealed that although the performances did not come up to the expectations of the viewers, they contributed about Rs.100 lakhs additionally (till 31.3.1971) towards agricultural economy.

CHAWDHARI, T P S ed.
Selected readings on community development see 477.

DANDA, Ajit K
Development and change in Basudha; study of a West Bengal village see 481.

772. **DARBARI, Lal**
Some correlates of communication behaviour of the Punjab farmers. Ludhiana, Punjab Agricultural University, 1973. 98p. thesis (M.Sc.)

This study attempts to measure the communication behaviour of the farmers in respect of agricultural technology, to determine factors affecting communication behaviour and to estimate the predictive value of the selected characteristics contributing to the communication behaviour. Findings reveal that generally the farmers have an average communication behaviour in respect of farm technology. It identifies the correlation between demonstration centres, farm literature, agricultural extension training programmes on the one hand and communication behaviour on the other and demonstrates also the effects of socio-economic variables on communication behaviour.

773. **DASH, P C**
A study on the communication behaviour of farmers towards IADP (Intensive Agricultural Development Programme). Bhubaneswar, College of Agriculture, 1973. 90p. thesis (M.Sc.)

A study conducted in six villages with the help of a structured interview schedule. Village level workers were

found to be the primary source of information in the introduction stage of the high yielding variety programme. The study indicated that the farmers in the higher and medium economic groups exhibit greater communicative behaviour.

774. **DATTA, P C**
Survey on mode of living, Bombay. Bombay, 1966. 56+8p.

A sociological study on the mode of living of an urban population with a particular slant on the aspect of leisure time habits. Interview technique was used for data collection. Majority of the respondents were found to be Marathi speaking but knowledge of English was found to be quite high. Most of them were white collar workers, who read the newspaper daily. Only a small percentage (young people) were regular cinema goers. Most popular radio station was found to be Vividh Bharati, followed by Bombay and Radio Ceylon.

775. **DEVESH, Kishore**
A study of effectiveness of radio as a mass communication medium in dissemination of agricultural information. New Delhi, Indian Agricultural Research Institute, 1968. 231+26+16p. thesis (Ph.D.)

This study examines the effectiveness of the radio in changing the attitude of farmers and the factors responsible for effective broadcasts. Results reveal that farmers belonging to different socio-economic strata change their knowledge and attitude significantly when exposed to broadcasts. Attitude change is more in case of upper socio-economic stratum farmers. Listeners of community sets gain more knowledge and change their attitudes by higher degrees than those listening to their own radio sets. Discussions facilitate change in attitudes.

776. **DEY, Pradip Kumar**
Relative effectiveness of radio and television as mass communication media in dissemination of agricultural information. New Delhi, Indian Agricultural Research Institute, 1968. 116p. thesis (M.Sc.)

For studying the effectiveness of the two media, the investigator seeks to measure the gain in and retention of knowledge of the sample in relation to their characteristics, attitude towards the agricultural programmes and adoption of improved agricultural practices. The study was conducted in six Delhi villages. Twenty eight farmers each from three villages having 'teleclubs' and 'radio rural forums' constituted the sample. The methodology included a pilot study, construction of media and media participation scale, schedules and a terminal survey. A comparative account in terms of gain and retention of knowledge of the two categories of samples in relation to their characteristics, is given in the findings. It also discusses the favourable attitude of the farmers towards the two programmes.

777. **ERNEST, R S**
A study of communication utilization behaviour of small and big farmers and its implication to communication strategy. New Delhi, Indian Agricultural Research Institute, 1973. 258+51p. thesis (Ph.D.)

Significant difference in the knowledge about improved agricultural practices is observed between small and big farmers, score being in the favour of the latter. Age is not found to be related to knowledge. For seeking information the farmers utilise the services of village level workers, neighbours, village leaders, and demonstrators. Out of the various channels, demonstration is utilised by the maximum number, followed by gossip group, radio, posters, and pre-season mass campaign.

778. **GANDHI, Indira**
Mass media in modern times. New Delhi, Directorate of Advertising and Visual Publicity, 1968. 4p.

Speech delivered by the Prime Minister on 1st February, 1968, while laying the foundation stone of the PTI building. The Prime Minister advised the journalists to make their conscience a guideline to serve the public. She discussed the difficulties and duties of the journalists and gave the examples of Lokmanya Tilak and Mahatma Gandhi. The Indian Press was described as free and full of vitality. Broadcasting through radio, television and satellite was also discussed.

779. **GUPTA, K L**
A study of the psychological basis of attitude formation and contribution [of] motion pictures in formation of attitudes. Ujjain, Vikram University, 1961. thesis (M.Ed.)

The objective of the study were to investigate the influence of cinema on the tendencies and attitudes of growing pupils. Interview technique was used for the collection of data. Results suggested that children's and educational films should be encouraged. Entertainment or profit making should not be the only aims for production. The producers should act as social leaders and reformers.

780. **HANSA, J Bhatt**
A study of film preferences of adolescents. Baroda, M.S. University, 1957. 132p. thesis (M.A.)

The data for the study were collected from six secondary schools of Baroda by administering a questionnaire. Findings indicated the adolescents' preferences for films on such themes as adventure, social reforms, love, humorous and tragic situations but educational and historical films were not popular. Influence of films was noticed in their dress, manners, ambitions and facial expressions.

INDIA. All India Radio, Ahmedabad
AIR Ahmedabad report on the study of impact of programme on national integration (during March, 1970) see 169.

781. **INDIA.** All India Radio, Bangalore
A report on a survey on family planning conducted in Bangalore slums and a village in March 1971. Bangalore, Audience Research Unit, AIR, 1972. 31p.

Objective of the study was to find the degree of influence of family planning programmes on slums dwellers and a village. The survey used the interview technique for data collection. Findings indicated that the extent of awareness was higher in Hesareghatta than in Bangalore slums, sources of information being radio, films and acquaintances. Rate of listening was found to be higher in the village.

INDIA. All India Radio, Bangalore
Survey on national integration at Bangalore during 1970 see 193.

782. **INDIA.** All India Radio, Baroda
Report on the 'Radio Rural Forums in Gujarat' part I. Baroda, Listeners' Research Unit. 89p.

A study to examine the extent of achievement of the rural programme, its defects and failures and suggestions for its improvement. Interview method was used for data collection. Radio sets were found to be working properly in almost all the villages. Presentation was satisfactory. Recollection of the programmes was, however, very poor, but the timing was suitable for all the respondents. It was felt that though the forums had changed the rural scene slightly, they were not being extensively utilised.

783. **INDIA.** All India Radio, Calcutta
Report on the survey of the mode of living in Calcutta, 1966. Calcutta, Listeners' Research Unit, AIR, 1966. 30p.

The main objective of the study is to ascertain the living habits of people in Calcutta and to examine the suitability of timings of different transmissions. Findings indicate that majority of the respondents rise by 7 a.m. and most read newspapers daily. Highest listening is between 7.30 a.m. to 8.30 a.m. News in Bengali records greater listening than other news bulletins. The most popular radio station is Calcutta, followed by Vividh Bharati and Radio Ceylon. It also indicates that women and students are frequent visitors to the cinema.

784. **INDIA.** All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Rural). Jullundur, Listeners' Research Unit, AIR, 1971. 13p.

A study to assess the extent of awareness and attitude of people on several aspects of family planning and to evaluate the level of adoption. Survey was carried out in March, 1971 using interview technique for data collection. Results reveal that a high majority of the respondents are

aware of the need of family planning, their sources of information being radio, acquaintances, posters, family planning workers, and films. Majority of them listen to the broadcasts from their own sets, while some listen at the community welfare centre. A small percentage tune in to Jullundur radio station regularly, while the rest listen to other stations. Majority of the listeners are in favour of such programmes and find them easy to understand.

785. **INDIA.** All India Radio, Jullundur
A survey of family planning programmes broadcast from Jullundur station of All India Radio (Urban). Jullundur, Listeners' Research Unit, AIR, 1971. 12p.

A survey to determine the extent of awareness, attitude, extent of adoption of family planning and listening to its programmes on radio. It employs interview schedule for data collection. Findings show that an overwhelming majority of the respondents are aware of family planning, awareness being more among men and in the younger age group. Out of the four rated programmes, the magazine programme is liked most followed by dialogue, play, and interview with family planning workers.

786. **INDIA.** All India Radio, Lucknow
Report on survey into living habits of radio listeners. Lucknow, Listeners' Research Section, AIR, 1954. 32p.

This study ascertains whether the present pattern of transmissions is suitable to the living conditions of the listeners. Survey was carried out in January, 1954, using interview technique for data collection. Findings indicated that approximately one-third of the respondents were in the habit of reading newspapers and listening to the radio in the morning. Listening rate was found to be quite high in the afternoon. It was concluded that the number of listeners could be increased by staging the morning transmission earlier.

787. **INDIA.** All India Radio, Madras
Field survey on the living habits of listeners. Madras, Listeners' Research Unit, AIR. 28p.

A study to explore the living habits of the listeners and to find out the hours convenient for listening to radio. Percentage of people listening was found to be highest in the afternoon. Radio listening was at its peak at 9.30 p.m. and at 7.30 a.m. Women, young people, and middle class people living in poorer areas were found to be listening more. Present timing was convenient. It was also discovered that radio listening varies inversely to reading.

INDIA. All India Radio, Madras
Report on survey on All India Radio during Indo-Pak hostilities and the emergency see 764.

788. **INDIA.** All India Radio, Madras
Role of radio in industry. (A survey covering the views

of industrial managements in Madras State). Madras, Listeners' Research Unit, AIR, 1962. 24p.

Purpose of the study was to collect information about the listening facilities and suitability of the present time of broadcasts for workers in industrial establishments. Information was collected through questionnaires. Findings indicated that majority of the establishments had not provided their workers with a radio set. Major recreational activities were games, reading of newspapers and magazines besides the radio. Almost all the managements were aware of AIR, Madras broadcasts.

789. **INDIA.** All India Radio, New Delhi
Listeners' research report on the living habits of Delhi and Ghaziabad residents. New Delhi, Listeners' Research Unit, AIR, [n.d.]. 23p.

Aim of the study was to find out the suitability of radio transmission timing with respect to the living habits of listeners. Living pattern was discovered to be quite different in both the places. Most of the listeners were found to be early risers. A large number of males read the newspapers in the morning. Data indicated that Delhi women were more radio news conscious than men. More women than men tuned in their radio during mid-day in Delhi. Radio was tuned in even after 11 p.m. in Delhi.

790. **INDIA.** All India Radio, New Delhi
Survey on impact of broadcasts on small scale industries in Delhi, (April-May, 1971). Delhi, Listeners' Research Unit, AIR, 1971. 27p.

A study to determine the extent of listening to the programmes broadcast from Delhi station on small scale industries and their impact on the current and potential entrepreneurs. Survey was undertaken in Delhi in April, 1971, using questionnaire and interview techniques for data collection. Findings reveal that approximately three-fourth of the entrepreneurs of small scale industries tune in to AIR, Delhi almost everyday. While they find the programmes quite useful, very few of them recollect the actual programmes.

791. **INDIA.** All India Radio, New Delhi
Survey on mode of living in Delhi, outline of results. New Delhi, Listeners' Research Unit, AIR, 1966. 14p.

The study ascertains the extent of listening to various radio programmes during the day by interviewing 200 persons in Delhi on 19-25 March, 1966. Results indicate that only half of the adult population in Delhi reads newspapers, normal reading time being morning. Cinema viewing is not a regular habit with most of the people. People prefer listening to the news rather than reading the newspapers. Majority of the listeners of Delhi station also listen to 'Vandana' (devotional songs), 'Lijiye Phir Suniye' (music programme) and Punjabi programmes.

792. **INDIA.** Ministry of Information and Broadcasting
Films Division report of the seminar on "The role of the film as a medium of education and communication". Bombay, 1972. 145p.

INDIA. Ministry of Information and Broadcasting
Report of the Enquiry Committee on Film Censorship see **382.**

INDIA. Ministry of Information and Broadcasting
Report of the Film Enquiry Committee see **383.**

INDIA. Ministry of Information and Broadcasting. Publications Division
Children's films (a symposium) Delhi, 1955 see **384.**

INDIAN Institute of Mass Communication
Audience reaction to films screened in villages: a report on a study of impact of documentary films in Tamil, Hindi and Bengali see **395.**

793. **INDIAN Institute of Mass Communication**
Objectivity and responsibility of radio and film during times of tension and conflict. New Delhi, 1970. 43p.

Organised by the Indian Institute of Mass Communication at New Delhi on 9 November, 1970. The round table seeks to discuss communication problems of administration in times of tension and conflict. New perspective on objectivity for radio and film in reporting tension and conflict and their role in countering and easing tension and conflict during a crisis are also discussed.

794. **INDIAN Institute of Mass Communication**
Report of the zonal round table on objectivity and responsibility of radio and films in times of tension and conflict. New Delhi, 1971. 38p.

The first zonal round table was organised by the Indian Institute of Mass Communication at Bombay on 21 January, 1971. The seminar seeks to discuss the role of radio and film documentary as channels of communication for administration and the responsibilities and requirements of media for countering tension and conflict. It was suggested that detailed guidelines of action should be provided to the personnel of radio and film media for implementing the broad national objectives.

795. **INDIAN Institute of Mass Communication**
Report on the objectivity and responsibility of radio and film in times of tension and conflict. New Delhi, 1971. 71p.

The second zonal round table was organised by the Indian Institute of Mass Communication at Bangalore on 27 August, 1971. The participants of the seminar discussed the communication problems of the administration, the role of radio and films in countering and easing tension

and the relationship between administration and media during the time of crisis. The report is verbatim.

796. **INDIAN Institute of Mass Communication**
Seminar on communication for North-Eastern border areas. New Delhi, 1973. 26p. mimeo.

Background paper for the seminar organised by the Indian Institute of Mass Communication at Vigyan Bhavan, New Delhi on 10 January, 1973. Discusses the role of the media of mass communication in informing and educating the people of the North Eastern border areas of India. Explains the available traditional and modern forms of communication and the contours and demography of the area.

797. **JAIN, Navin Chand**
An experimental investigation of the effectiveness of group listening discussion, commitment and consensus in Indian radio forums. East Lansing, Michigan State University, 1969. 171p. thesis (Ph.D.)

A study to determine the effectiveness of radio programmes on peoples' knowledge, beliefs, attitudes and behavioral intention to accept innovations. It was conducted in April, 1968 in four villages of Central India from which 74 farmers were randomly selected and data collected through interviews and group discussions. Results indicated that group radio listening along with group discussion was more effective than group listening alone, in bringing about changes and acceptance of innovations. The data demonstrated the positive role of group discussion, group decision and public commitment in promoting innovation.

798. **KAUR, Ranbir**
Impact of television on farm women. New Delhi, Indian Institute of Agricultural Research, 1970. 84p. thesis (M.Sc.)

This study aims to evaluate the impact of selected agricultural TV programmes on the gain and retention of knowledge and the effect of the socio-economic factors on the farm women of Delhi territory. Conducted in three randomly selected villages of Kanjhawala block of Delhi territory, it uses the interview technique for data collection. Findings indicate that as a result of exposure to TV, women gain significant amount of knowledge, the percentage of retention of knowledge being high. A highly significant positive correlation exists between young age and formal education, socio-economic status and gain and retention in knowledge.

799. **KHARUB, R K**
Potential of radio in the flow of agricultural information in Haryana. Hissar, Haryana Agricultural University, 1973. 74p. thesis (M.Sc.)

This study examines the credibility of radio among the farmers, their listening patterns and habits and the factors associated with the effectiveness of radio. Findings indicate

that radio is the most used impersonal source for farm information among the farmers particularly in the progressive villages. The motivating factor for listening to radio is found to be news while farm programmes have maximum listeners.

KOTHARI, M R
Influence of film strips on changing opinion see 400.

800. MISHRA, Awadh Nath
Impact of television on farmers. New Delhi, Indian Agricultural Research Institute, 1967. 85p. thesis (M.Sc.)

This is a study to assess the gain and retention of knowledge of farmers viewing agricultural telecasts, the effect of socio-economic factors and the reaction of the farmers towards the telecasts. It was conducted in Kanjahawla Block of Delhi Territory in 1966-67, on fifty farmers randomly selected to constitute the sample. Results indicated that there was a significant increase in knowledge of television viewing farmers. While education was found to have a positive correlation with the gain and retention of knowledge, age, caste, economic status and socio-economic status did not make any difference. Reaction of the farmers towards the telecasts was favourable.

801. MITTAL, D S
Impact of cinema on school children. Chandigarh, Punjab University, 1956. 63p. thesis (M.Ed.)

A study to assess the frequency of cinema attendance by children in relation to their scholastic achievement. Interview technique was used for data collection. Results revealed that boys go to the cinema more frequently than girls. Among the boys, delinquents were more frequent visitors. It was also indicated that the cinema had a greater impact on boys than girls in respect of behavior and scholarship.

802. MULAY, Sumati
Towards modernisation (a study of peasantry in rural Delhi). By Sumati Mulay and G.L. Ray. Delhi. National Publishing House, 1973. 159p. bibl.

A study of how urbanisation leads to modernisation in rural India. Discussed specifically are the effects of urban-rural interaction and the changes brought by the modernisation process. It also shows that urbanisation increases the level of literacy and mass media exposure and brings about political consciousness and cosmopoliteness among the rural people.

803. MUTHAYA, B C
Farmers and their aspirations; influences of socio-economic status and work-orientation. Hyderabad, National Institute of Community Development, 1971. 113p.

Report on a study conducted in Rajendranagar, Andhra Pradesh, to find out the extent of farmers' aspirations and

to examine the influence of socio-economic status and work-orientation on them. The report also outlines means to guide the farmers to realise their aspirations and calls for caution in raising the expectations of farmers without taking into account their existing conditions.

804. **NAIK, M K**
An enquiry regarding the place of public cinema in the life of boys attending secondary schools. Bombay, Bombay University, 1951. 64p. thesis (M.Ed.)

An analytical study of several aspects of the place of the cinema in student life, keeping in view the possibility of organising and increasing children's interest in cinema along suitable lines. Results indicate that the cinema has multi-directional influence on boys. Some special facilities available in this regard in Great Britain are listed.

805. **PATHANI, L C**
Farmer's credibility perception and utilisation pattern of communication sources with reference to high yielding varieties programme. Jobner, Rajasthan, College of Agriculture, 1973. 120p. thesis (M.Sc.)

A study to identify various communication sources commonly utilised by farmers, to develop a scale to measure the source credibility perception of farmers and to ascertain the gap between the credibility perception and the actual utilisation pattern of the communication sources. Findings reveal that communication sources used are gramsevaks, neighbours, demonstrations, radios, films and exhibitions. Farmers from low and high socio-economic status differ in their utilisation of radio, films and demonstration as communication sources. There is no significant difference between the credibility perception and utilisation pattern of communication sources.

806. **PRESS Institute of India.** Press Information Bureau
Mass media and communal and ethnic tensions. New Delhi, 1971. 43p.

The three documents discussed at the Seminar on Communal Writing convened jointly by the Press Information Bureau and the Press Institute of India in 1970. The documents put down guidelines for news media, recognising their positive responsibilities to society and stressing on the care and caution in publishing or broadcasting materials likely to disturb racial, ethnic and religious relations and on the active promotion of integration.

807. **RAMA, Rao B**
Impact of agricultural extension programmes on small farmers of Hyderabad district, Andhra Pradesh. Hyderabad, Andhra Pradesh Agricultural University, 1969. 83p.

A study to determine the impact of socio-economic factors and the influence of various sources of information on the adoption of the agricultural extension programme.

Interview method was used for data collection. Findings indicate that very few adopt high yielding varieties while none adopt improved implements. Education, social participation and contact with change agents are found to be directly related to adoption practice. The major sources of information are friends followed by neighbours, village level workers, and agricultural extension officers.

RAO, Satyanarayana K
A study of the differential impact of lecture and film on farmer's knowledge see 590.

808. **REDDY, B Laxmi**
Effectiveness of agricultural information materials in popularisation of high yielding varieties. Hyderabad, Andhra Pradesh Agricultural University, 1968. 106p. thesis (M.Sc.)

A study to determine the impact of different information material, the relationship between the impact and personal characteristics of the farmers; farmers' opinion about them and to determine their readability and interest level. Findings indicate that there is a positive correlation between young age and education and the impact of leaflets and news articles.

809. **ROY, Prodipto**
The impact of communication on rural development; an investigation in Costa Rica and India. By Prodipto Roy, Frederick B. Waesanen and Everett M. Rogers. Hyderabad, National Institute of Community Development, 1969. 160p. illus.

Reports on a comparative study in two different cultures, of how three means of communication can bring about better knowledge and adoption of innovation in rural areas. The three communication treatments are literacy-reading groups, radio forums, and animation training of community leaders.

810. **SANDHU, Anoop Singh**
Characteristics, listening behaviour, and programme preferences of the radio owning farmers in Punjab. New Delhi, Indian Agricultural Research Institute, 1970. 292+22p. thesis (Ph.D.)

Results of this study indicated among other findings a wide variation in the extent of farmers' participation in extension activities, social participation, farm size and education. Most of the radio owners had medium cosmopolite character, scientific outlook, high-risk preference and high economic motivation. Most popular programme was 'Kheti Khalwar', followed by 'Unnat Kheti', 'Kheti Bare' and 'Dehati Sabha'. Maximum listening was found to be in the months of December and January followed by June, July and February. Discussion, lecture and features were the preferred methods of presentation and radio was generally very popular.

811. **SARKAR, Chanchal**
Challenge and stagnation: the Indian mass media. New Delhi, Vikas Publications, 1969. 116p.

The author highlights the drawbacks in the development of mass media in India which according to him affect every aspect of national life. He feels that both the private owners of press and film and the government which owns radio and television, are responsible for this state of affairs. He also discusses the relationship between the government and the press, the social responsibility of mass media and welfare provisions for journalists.

812. **SEN, Lalit K**
Status inconsistency and modernisation in four Indian villages. In **Chawdhari, T.P.S. ed. Selected readings of community development. Hyderabad, National Institute of Community Development, 1967. p.66-88.**

A study to establish whether there is any relation between the status inconsistency of individuals in Indian villages and their attitudes of modernity. Findings indicate that the upper caste shows mental characteristics of potential modernisers while the lower caste tends to adopt the rituals and practices of the upper caste.

SETON, Marie
The film as an educational force in India see 406.

813. **SHARMA, H D**
A sociological study of communication and change. Dibrugarh, Dibrugarh University, 1973. 142p. thesis (M.A.)

A study to assess the influence of radio and newspapers in villages and the role of mass communication in bringing about social change. Data were collected through interview schedules, guide and participant observation. Findings indicate that the radio, newspapers and cinema influence the villagers in their family life and religious outlook. A marked positive change is observed in the villagers' attitudes and outlook in agricultural innovations.

814. **SIDDARAMAIAH, B S**
Influence of farm broadcasts on the knowledge of farmers and radio owner's listening habits and preferences. Bangalore, University of Agricultural Sciences, 1971. 71+21p. thesis (M.Sc.)

The objectives of this thesis were to study the increase in the knowledge of farmers due to listening to farm broadcasts, association between increase in the knowledge and their personal characteristics, characteristics of farmers owning and not owning radios and listening habits of farmers along with their preferences in farm broadcasts. Data were collected from Bangalore district from February 1970 - January 1971. Methodology used for data collection included experimental study and survey research of mailed questionnaires. Findings showed a significant knowledge increase among the farmers due to their listening to farm

broadcasts. Farmers' size of holdings were found to be closely associated with their ownership of radios. Listening rate was higher in the case of 'Krishiranga' than 'Hints to farmers'. Timing and duration of the broadcast were found to be convenient.

815. SINGH, Indu Bhushan
Communication behaviour and social change in relation to the high yielding varieties programme in Kosi area. New Delhi, Indian Agricultural Research Institute, Division of Agricultural Extension, 1970. 149p. thesis (M.Sc.)

This study examined the communication behaviour of the farmers of the progressive and non-progressive villages in Kosi area with particular reference to high yielding varieties of crops. Conducted during March-May, 1970, it used a specially constructed schedule to interview the sample which constituted the heads of the families of total households of both the villages. Findings indicated that farmers in progressive villages obtained information about high yielding varieties from personal cosmopolite sources and mass media, while farmers of non-progressive villages obtained more information from personal localite sources than from personal cosmopolite.

816. SINGH, Jagdish
A study of factors influencing the viewing behaviour of the farmers towards agricultural problems on television in Delhi villages. New Delhi, Indian Agricultural Research Institute, 1971. 218+13+20p. thesis (Ph.D.)

The investigation seeks to study the size of TV audience, attitude of farmers towards TV, their viewing behaviour, information source credibility and the rationale of the farmers viewing agricultural programmes on TV. Findings indicate that the size of the audience is small. On the whole, farmers have a favourable attitude towards TV, but there is a positive influence of young age, higher education and higher economic status on their attitude. Twelve factors significantly related to the viewing behaviour of the farmers are identified. Findings also indicate that TV occupies a low position on the credibility scale and entertainment is what the farmers look for in the programmes.

817. SINGH, Sarjit
Indicators of the impact of Agricultural Extension Programme in IADP and normal CD Block Programmes in Punjab. Ludhiana, Punjab Agricultural University, 1972. 139p.

The study aims to measure the impact of extension on agricultural development in general and compare its impact on the areas which are under Intensive Agricultural Development Programme (IADP) and Community Development Programme (CD). Findings indicate that there is a definite impact of extension education on agricultural development. The impact is found to be more in IADP areas than in the CD areas.

818. SINHA, Brajdhar Prasad
A study of some motivational factors in diffusion of farm information through television. New Delhi, Indian Agricultural Research Institute, 1970. 140p. thesis (Ph.D.)

A study conducted in three villages randomly selected from thirteen villages with teleclubs in the Nazafgarh Community development block in Delhi territory to identify the role played by farmers' needs for achievement and their change proneness in the acquisition of information through a farm telecast as well as its diffusion. The farmers' needs for achievement and their change proneness were measured by a kind of teacher-made achievement test. Findings indicated that farmers with high need for achievement and high change proneness gained a greater amount of information than others at both steps of communication flow. The farmers' level of formal education failed to show any significant association with their acquisition of information. It was revealed that the success of instructional television depended largely on farmers' motivation to improve and change.

819. SITARAM, K S
An experimental study of the effects of radio upon the rural Indian audience. Portland, University of Oregon, 1969. 139p. thesis (Ph.D.)

A study conducted in 1967 in ten villages in Hassan district, Mysore (India). Results indicated that there was a very significant impact of radio listening on the people. The general awareness level of the rural communities having radio sets was higher than that of communities having no radios. The illiterate radio listener was either equal to or higher than the literate one having no listening facilities in terms of general awareness.

820. SRINIVAS, M N
Social change in modern India. 4th imprsn., Berkeley, University of California Press, 1969. 194p.

An analysis of social change in modern India using principally the concepts of Sanskritisation and Westernisation. The book also discusses the social mobility in the caste system and the process of secularisation of Indian social life. Concludes with a chapter on certain problems that confront sociologists engaged in the study of their own society.

821. SRIVASTAVA, R C
A study of the relationship between the picture houses and truancy amongst the school children of Agra City. Agra, Agra University, 1960. thesis (M.Ed.)

The study examined the relationship between cinema houses and truancy amongst students and suggested measures to overcome the problem. For the investigation sixty students of class X were selected from five higher secondary schools for boys in Agra. Questionnaire and interview techniques were used for data collection. Findings revealed that cinema viewing among the school going

children was on an increase and there was a definite preference for romantic or criminal films. The factors responsible for truancy were parents' interest in cinema, large families, illiterate mothers and proximity of schools and homes to the cinema houses.

822. **THAKUR, B S**
Impact of the radio on our villages, by B.S. Thakur, Allen Bradford and N. Thertha. Hyderabad, Department of Journalism, Osmania University, 1964. 50p.

Based on research done by the students of journalism, Osmania University, 1963-64. The data collected in this study conducted in two Indian villages showed up, among other findings, three categories of people who contribute to effective radio communication in the village: 1) the 'gatekeepers' who are in charge of maintaining the radio sets and programme selections; 2) the 'transmitters' who listen to and talk about the content of the broadcasts with non-listeners; and 3) the 'influentials' or 'interpreters' of radio communication.

823. **YADAVA, J P**
Communication pattern and upward communication in CD block agricultural administration. Delhi, Division of Agricultural Extension, Indian Agricultural Research Institute, 1971. 199p. thesis (Ph.D.)

This study analysed the basic communication patterns and the accuracy of upward communication in agricultural administration of a community development block. Data collected with the help of certain instruments specially developed and through personal interviews indicated that the communication pattern in all the blocks was more vertical than horizontal; the evaluative type of communication of the village level workers was poor compared to the instructive, informative and persuasive types; extension officers were inefficient but proper formality and informality of communication in block administrative situation existed. Accuracy of communication in general was found to be inadequate and the degree of accuracy different in different types of blocks.

824. **YADAVA, J S**
Perception of recent developments in the Indian subcontinent: study at a village level. New Delhi, Indian Institute of Mass Communication, 1972. 23p.

This study examined the level of awareness, perception and understanding of the villagers about the Indo-Pakistan conflict, their role during the conflict, their understanding of the implications of the emergence of Bangla Desh and the role of various communication media during the war. Data were collected from Mandothi village in Haryana State during the second half of January 1972, from a sample which constituted of 700 villagers (including 30 percent women). Interview technique was used for data collection. Results revealed that the villagers had a fair amount of knowledge about the war though they were

not clear about the causes of conflict and India's objectives in fighting it. The comprehension of male and educated persons was greater though the villagers were not clear about their own responsibilities. Radio was quoted as the first source of information and listened to more frequently during the war than after it was over.

XX. COMMUNICATION TECHNOLOGY

825. CHAMAN, Lal
An outline of a satellite broadcasting plan for India. New Delhi, Indian Space Research Organisation, Department of Atomic Energy, 1970. 52p. (Nascom studies)

The research report attempts to point out the feasibility of using satellite for a rapid broadcasting coverage pattern both in TV and sound in India. The introduction deals with broadcasting and the same exercise has been repeated for sound radio in Part II of the report. Part III discusses the economic considerations of the space segment of the satellite broadcasting system. In the concluding chapter the author suggests that India must use satellite technology to her national advantage.

826. UNESCO
Preparatory study of a pilot project in the use of satellite communication for national development purposes in India. Paris, 1968. 40p. mimeo. (COM/WS/51)

Report prepared by a Unesco expert mission, in cooperation with a national counterpart team appointed by the Government of India, November 18 to December 7, 1967. It recognises the opportune moment both for the testing techniques and demonstration of the effectiveness of communication satellite system for national and educational development in India. An introduction to the technical and economic aspects of satellite communication is given as well as the conclusions and recommendations of the mission. A list of select reference materials is provided at the end.

XXI. MASS COMMUNICATION PERIODICALS

827. AG communication
1973- irregular? Farm Information Unit, Directorate of Extension, Ministry of Agriculture, New Delhi, India.

Formerly published as **Ag information**, this periodical changed its name to **Ag communication** in 1973 'to keep pace with the new concept of the total systems approach.' Articles are devoted to the problems and studies of agricultural communication in general with special reference to the Indian situation. Topics covered by the journal include the following: farm communication strategy, training of extension personnel, problems of agricultural communication and support communication in rural development.

828. **ALPHA monthly**
1962- monthly. Rs.10 p.a. Bharatiya Vidya Bhavan, Rajendra Prasad Institute of Communication Studies, Kulapati K.M. Munshi Marg, Bombay 400007, India.

A multi-media monthly containing mass communication news and articles of Indian as well as international interest. Journalism, television and radio broadcasting, book production, advertising and marketing are some of the topics regularly covered by the magazine. Other regular features include a book review section as well as a column about promising young students of mass communication in India.

829. **BEHAVIOURAL sciences and community development**
1967- semi-annual. Rs.20 p.a. National Institute of Community Development, Rajendranagar, Hyderabad 500030, India.

Journal of the National Institute of Community Development, which aims at promoting study and research in behavioural sciences concerned with community development as a concept. It also hopes to provide a forum for exchange of views between various behavioural science disciplines and the policy-makers, planners and the executives concerned with community development. Emphasis is placed on community development in the Indian villages but sometimes articles carry papers on communication and extension work at the grass-root level. Contains a regular book review section.

830. **COMMUNICATOR**
1965?- quarterly. Rs.10 p.a. Indian Institute of Mass Communication, D13 South Extension Part II, New Delhi, 110049, India.

Official journal of the Indian Institute of Mass Communication containing articles and reports of mass media developments in India and abroad. Every issue contains also brief news items about the Institute. Recent issues of the journal discuss satellite broadcasting, rural communication, information imbalance, communication planning, newspaper economics as well as photojournalism.

831. **INDIAN journal of extension education**
1965- quarterly. Rs.25 p.a. Indian Society of Extension Education, Division of Agricultural Extension, I.A.R.I., New Delhi – 12, India.

Scholarly journal of the Indian Society of Extension Education containing research-based studies on all aspects of agricultural communication relevant to the Indian situation. Detailed reports of research papers on topics, such as adoption behaviour and attitude of farmers, diffusion of agricultural information, effects of the media and leadership roles in rural communities, are regularly published in the journal. Another regular feature, "Research notes and review papers", also provides brief summaries of the objectives, methodologies and findings of various research studies conducted on agricultural communication and related fields.

832. INDIAN press
1974- monthly. Rs.25 p.a. The Indian & Eastern Newspaper Society, IENS Building, Rafi Marg, New Delhi – 110001, India.

Devoting itself to the professional as well as business aspects of newspapers and other media, this monthly publication is intended to serve as the journal of the press in India. It is designed to communicate the latest developments in the press, advertising methods, newspaper production technology, newsprint production, management, marketing and editorial techniques to the people involved in the professional, managerial and business sides of the press and other mass media in India. Regular items in the journal include book reviews, news about the world press and the press in India, the latest developments in newspaper technology as well as news about personalities engaged in newspaper and other mass communication work.

833. NIGAH
1974- quarterly. Rs.8 p.a. Centre for Development of Instructional Technology, B/O Jangpura Extension, New Delhi 100 014, India.

Journal of the Centre for Development of Instructional Technology (Cendit), an organisation concerned with developmental communication and the effective use of instructional technology. This journal is intended for those readers who want to know more about low cost communication technology and discover its application in their own areas of work. The first issue includes the following articles — 'Tools for conviviality', 'Visual thinking in education', 'An introduction to Paulo Freire' as well as articles on film-making technology.

834. The P.C.I. review
1972- quarterly. Rs.5 p.a. Press Council of India, 10 Janpath, New Delhi – 11, India.

This quarterly journal serves as the Press Council's magazine devoted to reporting its activities as well as to informing the press and public of its functions. It also carries material about the various problems of the newspaper industry and profession, particularly those having a bearing on press freedom in India.

PRESS and advertisers year book see 4.

PRESS in India; annual report of the Registrar of Newspapers see 5.

835. **VIDURA**

1963- bimonthly. Rs.5 p.a. Press Institute of India, Sapru House Annexe, Barakhamba Road, New Delhi – 1, India.

This Press Institute of India's bimonthly carries general and research-oriented articles on the press, radio, television, films, advertising and public relations. Occasional issues of the journal are devoted to a particular theme such as cinema, newspaper management and technology, readability of newspapers and so on. Contains also regular book review section as well as brief news items about mass media in India and abroad.

836. **The WORD**

1963- annual. Rs.4 p.a. Bharatiya Vidya Bhavan, Rajendra Prasad Institute of Communication Studies, Kulapati K.M. Munshi Marg, Bombay – 400007, India.

An annual journal which carries surveys, reviews and articles on mass communication arts, media and industry. It contains articles not only on Indian mass media, but includes a number of contributions about mass media in other countries. Regular features discuss the role and function of the press, the state of broadcasting, and various topics relating to films, advertising, public relations, house journals and magazines as well as human communication. A number of the contributions to this journal consist of research material selected from study papers prepared by diploma students of several affiliated colleges of the Rajendra Prasad Institute of Communication Studies.

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